

LIFE



BEYOND THE
ARCTIC CIRCLE

12 PAGES IN COLOR

MARCH 24, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50

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Fathers and sons work side-by-side throughout the Studebaker plants. Family teams are an institution at Studebaker—a custom that began with the founding of the business over 95 years ago and assures a continuity of quality workmanship, year after year. Pictured are Studebaker veteran Stanley Lipowski and his son, Stanley Frank.

There is craftsmanship you can trust in every new postwar Studebaker



Styled to step up your spirits! What a proud moment for you, when you become the thrilled owner of this 5-passenger coupe—or any one of the other distinctive 1947 Studebaker Champions or Commanders! Studebaker is first by far in more than postwar styling. It's first with automatically self-adjusting brakes and "black light" instrument dials—first, too, with a new kind of riding comfort and handling ease.

You pay nothing extra for this extra value that Studebaker's painstaking care assures

NEARLY everyone who drives an automobile would jump at the chance to own a distinctively styled new postwar Studebaker.

But the people deservedly proudest of this far-advanced 1947 car are the craftsmen who build it. Their exceptional competence and co-operation made it possible.

Most of the solid citizens who man the Studebaker shops and assembly lines are old-timers on their jobs. Many of them are members of unique father-and-son teams.

They are home-loving, home-owning, friendly fellow-towners with a real sense of responsibility. And, because of this, the Studebaker working force has a permanent,

settled, confidence-inspiring character that's reflected in the stand-up quality of every detail of a Studebaker.

It was due to these long-established, high standards of craftsmanship that our government chose Studebaker to build tens upon tens of thousands of aircraft engines for the famous wartime Flying Fortress as well as huge quantities of heavy-duty military trucks and Weasel troop and cargo carriers.

Those standards put a world of dependable performance and many thousands of care-free, low-cost miles into every Studebaker car and truck. They protect your investment right down to the day your Studebaker brings you a top trade-in valuation.

STUDEBAKER

First by far with a postwar car

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Nine o'clock...and all's Not well!

"THAT'S for me," he said the minute he saw her.

For weeks he had schemed to meet her and now, on his first date, he was definitely in the doghouse, and pretty unhappy about it. All evening she had acted bored, indifferent and sulky... and he hadn't the foggiest idea of what the trouble was. And she, of course, wouldn't tell him; ladies simply don't discuss delicate matters like that*.

How About You?

No matter what your other attractions, they are likely to be discounted if you have a case of halitosis (unpleasant breath)*. You, yourself, may not realize when your breath's that way.

Isn't it foolish to put yourself in a bad light when Listerine Antiseptic offers such a simple and wholly delightful solution?

Simply rinse the mouth with it before every

date where you want to be at your best, and almost at once your breath becomes fresher, sweeter, less likely to offend.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic halts such fermentation, then overcomes the odors fermentation causes.

LAMBERT PHARMACEUTICAL CO., St. Louis, Mo.

This One



RJ60-9L9-BAJ9

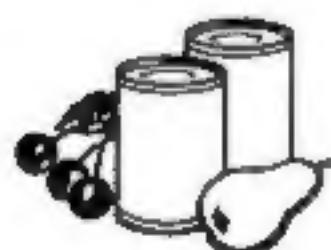
Before every date . . .

LISTERINE ANTISEPTIC

for Oral Hygiene

HERE'S

June, July, August



... And this is the key that opens up the sun-ripe perfection of fruits months after their harvesting and miles from their source.

To lock summer freshness in each airtight container America's canners rely on sugar—a basic food of nature. So, too, do the nation's housewives. For they know that sugar preserves the natural color, shape and texture of fruit—brings it to the table flavor-fresh and with a maximum of natural vitamins preserved.

In canning, baking, meat-curing, and many other food industries sugar is a standard ingredient. But sugar has hundreds of other uses—many not yet fully explored.

To learn more about this versatile food, the Sugar Research Foundation has instituted a broad program of research at dozens of universities and colleges, hospitals and clinics in the United States and Canada.

Its purpose: *greater knowledge, better health, better living.*

SUGAR RESEARCH FOUNDATION

Box 137, New York 5, N. Y.

AMAZING OFFER!

NOW! Right at your grocers!

U.S. ARMY GOOGLES

at no extra cost
when you buy 2 packages of

Cheerios



JUST LIKE G I'S WORE IN COMBAT! These are genuine U. S. Army goggles—made for Uncle Sam of shatterproof plastic—brand new—never used. Goggles just like these protected the eyes of Uncle Sam's troops in actual combat all over the world. Get yours today.

WHILE THEY LAST—get your U. S. Army Goggles! Fine for adults, children! Adjustable. Fit any head size. Goggles of this quality cost so much normally, we hesitate to name a value.

You may never see an offer like this again! It's made solely to acquaint you with the delicious, nutritious ready-to-eat oat cereal, Cheerios.

Ask your grocer for these goggles now. They're yours—without one penny extra to pay—when you buy 2 packages of Cheerios. Look for the special goggles pack (as shown). No box tops. No mailing. The goggles are right in one of the packages. Hurry! Quantities limited. Get Cheerios today.



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General Mills, Inc.,
Minneapolis, Minn.
CHEERIOS is a reg.
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General Mills, Inc.

Hundreds of uses... for grown-ups and children!



FOR MOTORISTS!



FOR BOYS, GIRLS!



FOR FARMERS!



AT THE BEACH!



FOR SPORTS!

Motor cyclists! Hikers! Motor boat racers! These goggles come flat—fit into pocket—yet easily snap to cup over eyes.

Swell for playing air pilots, commandos! For biking, sports, hikes. Band adjustable—fits any head size. Don't miss this offer!

Protect eyes against dust when plowing, threshing, pitching hay. Also for snow, rain! An inner felt band protects forehead.

For men, women, boys, girls of all ages! For fishing, hunting, skating, skiing. Undistorted. Wide vision. Shatterproof! Hurry!

Tennis, golf. Widest possible vision. Easy on eyes. Shatterproof. Made from plastic to U. S. Gov'ts specifications. Act now!



"Today's magic carpet travels on a railroad track"

"This afternoon the children and I have been planning our vacation trip. We have all of this wonderful country of ours to choose from, and the railroads can take us to any far-away place we pick. Like a regular magic carpet."

"What's more, when we go by train we know we'll get there—swiftly, safely, comfortably—no matter what kind of antics the weather man thinks up. Train travel is inexpensive too—especially since we get round trip rates and the children ride for half-fare."

"All year long, the railroads bring the world to my door... to help me run my house. And then,

at vacation time, they turn around and put all America within easy reach!"

When you plan your next vacation, remember that the day-and-night, all-weather regularity and dependability of the railroads can help make your holiday the best you've ever known.

It will start the moment you board your train. You'll begin to shed tension as you watch a continuous moving picture unroll beyond your window, in natural color and featuring close-ups of the world's most satisfying scenery. You can



relax in your comfortable seat. You'll enjoy plenty of space to move around in. And all the while—as you read or rest or sleep—your train will be taking you easily, smoothly, dependably—like a regular magic carpet—wherever in all America you want to go.

ASSOCIATION OF

AMERICAN RAILROADS

WASHINGTON, D. C.



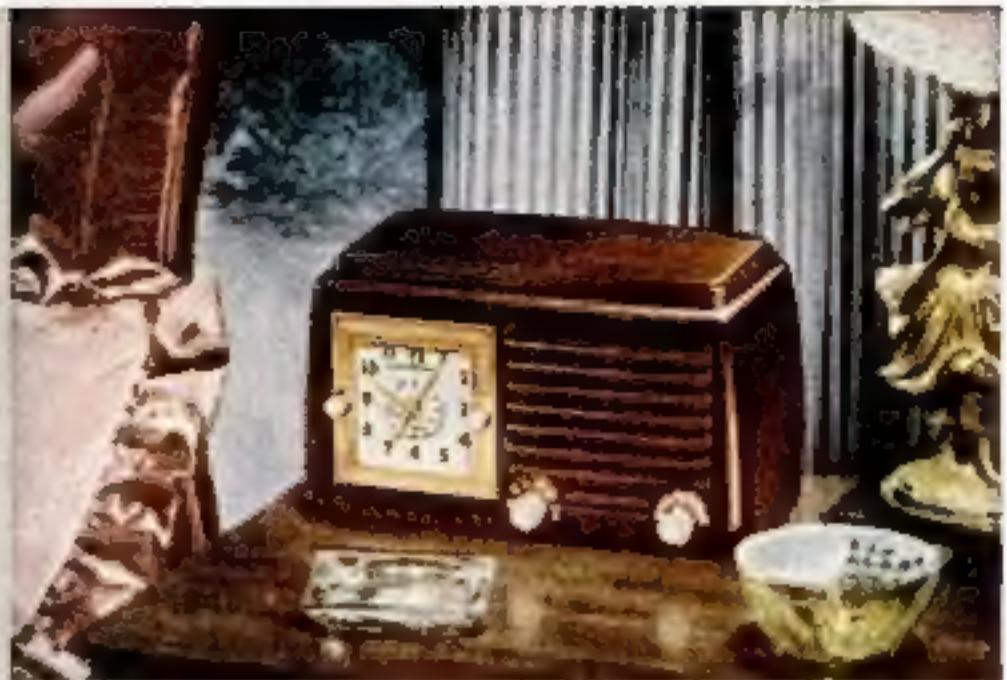
IN PARTNERSHIP WITH ALL AMERICA



More fun with this self-charging portable on every vacation! Play it as much as you please. The built-in charger renews the power when you plug it into AC house current. It's revolutionary! See Model 250.



Enjoy G-E natural color tone in this table radio with its rich rosewood brown plastic cabinet and gleaming multi-weave grille. Oversize (5 1/4") Dynapower speaker. 5 tubes plus rectifier. Ask for Model 202.



Don't be alarmed! Wake up to Music! At night set this G-E "Wake-Up-To-Music" Clock-Radio for hour and station. Your favorite morning program wakes you. Or play like other table sets. Model 50.

GENERAL ELECTRIC

FM

Triumphant Realism

... in glorious **natural color tone**
with this great new radio-phonograph

Here is tone so excitingly alive—so thrillingly real you no longer seem to be listening to a radio or a phonograph! Barriers between you and the artist melt away. Every delicate shading—every golden note is yours to enjoy in the rich perfection of the original performance.

Whether you listen to standard broadcasts or to short wave—to FM (genuine Armstrong FM) or to well-loved records—this great instrument by General Electric opens wide the gates to a new world of musical delight. Hear it at your G-E dealer's.

GENERAL  **ELECTRIC**

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS



Thrilling realism of G-E natural color tone radio and record reproduction with the miracle of FM (genuine Armstrong FM) and superb reception of both standard and shortwave broadcasts. 12" Dynapower Speaker. New Guillotine Tuner. Sensational G-E Electronic Reproducer. 9 tubes plus rectifier. 18th Century-inspired mahogany cabinet. Stores 120 records. Model 417.

Glamorous **GINNY SIMMS**,
star of the Borden show, every
Friday night over CBS.

General Electric Company, Bridgeport, Conn.

Where has this been all your life?

MENU FOR TOMORROW

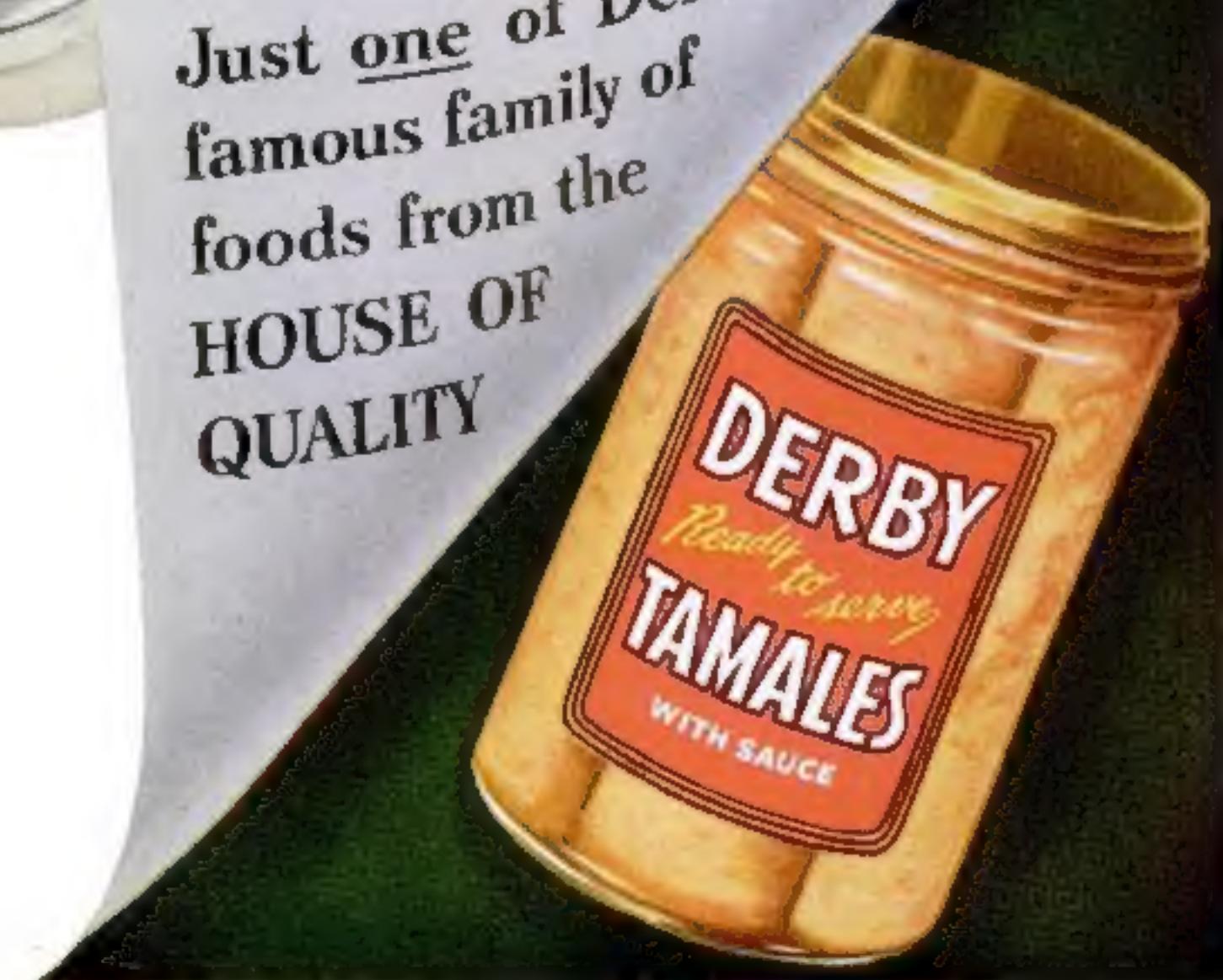
Derby Tamales
Lima Beans and Pimiento
Peach Half and Jelly
Roll and Butter
Crisp Tossed Salad
Chocolate Cupcake
Coffee



A satisfying main dinner dish!
DERBY TAMALES

Golden corn meal rolls filled with delicately spiced fine meat—in savory real-meat sauce. A tender, tasty meat course for these meat-hungry days! Derby Tamales are nourishing and filling, and they're spiced just right for everyone's taste. A time-saver, too—just heat, split lengthwise, and serve. Six tamales in a jar... each wrapped in pure vegetable parchment. Plan a meal around Derby Tamales soon!

Just one of Derby's famous family of
HOUSE OF
QUALITY



LETTERS TO THE EDITORS

HISTORY OF WESTERN CULTURE

Sirs:
THE MARCH 3 ISSUE WAS WITHOUT DOUBT THE FINEST SINCE LIFE'S INCEPTION. THROUGH SUCH EXCELLENT WRITING AND REPORTING WE CAN ATTAIN THE BLESSINGS OF A MORE ENLIGHTENED AND BETTER-EDUCATED PEOPLE, THE ONLY HOPE FOR OUR CIVILIZATION.

LORIN E. PRICE

NEW YORK, N. Y.

Sirs:

I BELIEVE THIS NEW SERIES ON THE "HISTORY OF WESTERN CULTURE" IS NEWS BUT AT THE SAME TIME GOOD TEACHING. THE ARTICLE AND PHOTOGRAPHS ON RENAISSANCE MAN MAKE A STORY OF WESTERN CULTURE SING TO MILLIONS OF PEOPLE. THEIR RENAISSANCE MAN HAS COME TO LIFE.

PHILIP FILLSBURY

MINNEAPOLIS, MINN.

Sirs:

I have just waded through the March 3 issue of LIFE and think it is the dullest you have ever published. If Jack Benny spent 15¢ for it he was stuck!

Articles like "Renaissance Man" should be confined to the universities. . . . I can hardly wait for next week's issue.

E. E. THOMAS

Northampton, Mass.

Sirs:

It was an elating experience. . . .

JOHN RICHARD CRAFT
Director

The Washington County Museum of Fine Arts
Hagerstown, Md.

Sirs:

... A splendid presentation. . . .

EDGAR A. ALBIN

Department of Art
University of Tulsa
Tulsa, Okla.

Sirs:

... Eighteen students brought me copies of LIFE. I was happy to share their enthusiasm.

RALPH FANNING

School of Fine and Applied Arts
Ohio State University
Columbus, Ohio

Sirs:

... It is a worthy undertaking.

HELEN D. CHASE

Department of History
Milwaukee-Downer College
Milwaukee, Wis.

Sirs:

... I have been endeavoring to awaken my veteran students to the necessity of studying a course in the history of Western civilization for the very purpose you stated in your introduction to the series, but they think such "ancient" history too dull. . . . Now, thanks to your magazine, I believe I see a spark of interest. Evidently they feel that if such a popular magazine as yours thinks it important, they should too. I am most anxious for them to have the entire series in compact form. . . .

ARTHUR J. BATCHELDER

Department of History
University of Portland
Portland, Ore.

• Reprints of "Renaissance Man" are available at a cost of 10¢ each.

up to 25 copies, and 5¢ for each copy thereafter. Reprints of the rest in the series of "The History of Western Culture" will be available as the articles are published.—ED.

Sirs:

LIFE has scored a major triumph. Your choice of Aeneas Piccolomini as the central figure could not have been better. While Lorenzo de' Medici is usually thought of as the prime exponent of the Renaissance in Italy, he is more a glamorous lover and poet, a politician and businessman than he is the type of princely humanist which points the way to the triumph of the classical phase of the Renaissance.

However I cannot help making the observation that Siena as a city was the last stronghold of the Middle Ages in Italy, and in architecture is not so well suited as Florence to display the Renaissance taste and genius for building. Also I was a little surprised to note the un-Renaissance hairdo of your *cortigiano* on the cover. . . .

DAVID A. WILKIE

Madison, Wis.

Sirs:

It would be captious and ungracious to be critical of the details of your popularization of Aeneas' career, but I rather wish you had had the space to present his relations with the Council of Basel, not merely as an incident in the life of a young man trying to get ahead but also as the fundamental issue of principle and politics which it was for the age, and for the sensitive souls like his at work in it. It has always seemed to me that the Council of Basel is one of the great divides in history, and that from it flow on the one side the conciliar, or democratic, elements in church polity which, defeated at the time, issue forth later in the Reformation and, on the other, the victorious monarchical principle which created the form of the Roman Catholic Church as we know it. Aeneas started out as a democratic radical and wound up on the other side, but the reasons for his switch were not all self-centered and they cost him a lot of painful soul-searching, as anyone who reads his letters can see. The 15th Century may look to us like the "fresh morning of a new era in history," but to the men of the 15th Century, with the crash of old concepts and institutions all around them, it looked more often like the approach of night. Aeneas himself once wrote:

"We are men on whom the end of the age has descended, and since we are tossed by every wind of doctrine, we do not approach the sealed fountain, nor seek the closed garden [of divine truth]."

But one thing they agreed on; they mistrusted and fought against the divisive effects of nationalism and believed in One World. Both the new humanism and the older Christian tradition reinforced that attitude. And on that point I think it's a bit misleading of your editors to suggest that Aeneas imitated the Italian writings of Boccaccio and Petrarch. As a humanist and churchman he wrote in the universal language, Latin—the language of all Europe. Even his sexy little novel, *Lucretia and Euryalus*—the most widely published of his works—was written in Latin.

DAVID D. LLOYD

Alexandria, Va.

"PROTECTING THE AMERICAN HOME"



Newspapers were scarce in early Vermont days, especially in little mountain towns like Newfane. Once a week the Boston coach brought a single copy which the local storekeeper took out to the bandstand on the common. There he read the highlights to the news-hungry townsfolk.

Here's the news about our 97th year!

THE NATIONAL LIFE recently completed the most successful year in all its 97-year history. During 1946, it did \$113 millions of new business, bringing the total of National Life insurance in force to over \$825 millions.

SOUND MANAGEMENT realized a \$15-million increase in Company assets to a record high of \$342 millions. 3.2% net was earned on assets, despite the decline of interest rates in general.

THRIFTY MUTUAL OPERATION resulted in over \$5 millions paid out in dividends to policyholders. (As a mutual company, National Life has no stockholders. All income over and above the necessary costs of doing business and maintaining surplus is returned annually to the policyholders.) Total payments to policyholders and beneficiaries topped \$25 millions. And for the fifth consecutive year we are continuing our liberal dividend scale.

MORE-THAN-ADEQUATE STRENGTH to meet future obligations and contingencies is assured by reserves which in every case are substantially in excess of legal requirements. Life insurance reserves amounted in 1946 to \$197 millions, reserves for accidental deaths and disability benefits to \$3,700,000, and annuity reserves to \$67 millions. During the year, surplus was increased by \$600,000 to \$16 millions.

A detailed statement showing the strength of the Company behind every National Life policy is available on request. Use coupon below.

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A Mutual Company, founded in 1850, "Solid as the granite hills of Vermont"

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Without obligation, please send me a copy of your
97th Annual Statement.

Name.....

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"Gay Nineties Story"



1891 — LOVELY ROSE LECLERQ was a foot-light favorite in London. Another personality of the day was a certain Irish yachtsman and tea merchant—by name, Sir Thomas Lipton.

Miss Leclerq charmed London with her deft playing of *Lady Bawtry*. Sir Thomas charmed the tea tables of London with a new and delightful blend of tea, perfected in his own tea gardens in Ceylon—brisk-flavored Lipton's!

1947 — PAULETTE GODDARD is one of today's most charming actresses, starring in Paramount's "SUDDENLY IT'S SPRING."

PAULETTE SAYS, "It's a marvelous tea Sir Thomas brought us. So fresh and spirited. So different." Right, Paulette! It's brisk, that's why.

Brisk means richer flavor—the result of Lipton's scientific blending of as many as 18 different teas, each chosen for its special character.

No wonder there's a delightful difference that makes Lipton Tea America's favorite. Try it.

Tune in VOX POP
Tues., 9 p. m., E. S. T., CBS



LIPTON TEA

Brisk flavor

—never flat



SAVE MONEY... BUY THE LARGER PACKAGES.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

I would make one exception to your interpretation of the history of European culture. You imply a belief in the discredited notion of dark ages extending from the fall of Rome to the Renaissance. I believe Lynn Thorndike has discredited the notion that there was any sudden change in the 15th Century, and most of what we call modern culture, particularly in our theory of government and law, is derived from this medieval period. So too, our magnificent Gothic monuments are not the product of the Renaissance. But, of course, all this could not be said in one article.

THOMAS T. McAVOR, C.S.C.

Department of History
University of Notre Dame
Notre Dame, Ind.

• The next story in LIFE's series, to be published in the April 7 issue, will be on the Middle Ages.—ED.

Sirs:

Such essays, thoughtfully and effectively done, will go far toward broadening the horizon of 20th Century Americans. We are in such great need of perspective, as well as of maturity and judgment, that any step in the direction of providing the means by which these important requisites for successful living can be achieved is commendable.

I believe that one of the weaknesses which we have always had in our study of history in the U.S. is that we have seldom taken cognizance of the unsavory aspects of our own history and culture. I hope, therefore, that your series will take into consideration the fact that there has existed, since the Middle Ages, a strong tradition of bigotry and oppression that has continuously threatened the tradition of freedom of which we are so justly proud. We certainly have had it in our own country from the time of the Puritan settlements down to the present. Our people should be aware of the great struggle that has gone on between these two traditions and some effort should be made to point out that one force has stimulated progress while the other has tended to proscribe it.

JOHN HOPE FRANKLIN

Department of History
North Carolina College for Negroes
Durham, N.C.

Sirs:

The editors of LIFE are to be congratulated on the presentation of a period glamorous and worthy of consideration not only for its achievements but also for the profound influence it has had, and is still exerting, on the morals and politics of the world, the readers of LIFE included.

Lurk is entirely right in its assumption that we can and should learn from the past. But I wonder if the writer of the article has not missed, or at least failed to indicate, some of the most important lessons to be learned from the Renaissance?

You have presented the Renaissance man as an almost wholly admirable character, with emphasis on just those qualities which would appeal to the modern American—individuality, intellectual curiosity, skepticism, amorality, expediency, eagerness to take advantage of or to



GOTHAM HOSIERY COMPANY, INC.

200 MADISON AVE., NEW YORK 16, N. Y.

ALSO MANUFACTURED BY

GOTHAM HOSIERY CO. OF CANADA, LTD.

CONTINUED ON PAGE 10

Every Quest-shon Mark brassiere keeps its form—and yours lastingly beautiful

You're figure-perfect in a Quest-shon Mark! No other bra uplifts, separates, sculptures your bustline so beautifully. The secret is Quest-shon Mark's ingenious design. Through countless washings, endless wear, Quest-shon Mark keeps its lovely shape—and yours. Its custom-made high-count Avon satin has over 400 threads to the inch and is twice as strong as ordinary satin. This superiority, coupled with fine and detailed single needle-work, makes every Quest-shon Mark brassiere very pleasing to eye . . . very smart to buy.

For name of nearest store, write QUEST-SHON MARK BRAS, 353 Fifth Ave., New York 1



Figure-beauty begins with a Quest-shon Mark bra

X-RAY EVIDENCE

shows why
"P-F" protects feet
of all ages



1. This rigid wedge gives the bones of the foot proper orthopedic support, keeps them in their natural, normal position.

2. The sponge rubber cushion assures comfort for the sensitive area of the foot.

"P-F" means Posture Foundation

"P-F"—Posture Foundation—actually guards against flat feet and helps avoid strained, tired leg muscles. The X-Ray picture shows you just how this exclusive built-in foot protection works . . . how it's bound to give any child or adult more pep, endurance and comfort. "P-F" canvas shoes are available in a variety of smart styles—many in color . . . for the whole family. See them today . . . and to make sure you get this important protection insist on "P-F" canvas shoes.

TRADE MARK



"P-F" Canvas Shoes made only by
B.F. Goodrich and HOOD RUBBER CO.

LETTERS TO THE EDITORS

CONTINUED

make opportunity, as evidenced by the life of Aeneas Sylvius. But these are only the Renaissance characteristics which Americans, consciously or unconsciously, imitate.

The article implies that we today do not know whither we are going. Why? The medieval man knew, "attached" though he was. He knew he was a child of God, endowed with intelligence and free will and therefore responsible for his actions. While appreciating the good things of this life, he did not overvalue them but used them as a means of attaining happiness in the life to come. Since that was his ultimate aim, he had a right to the means to attain that end—to what we so glibly talk about today as "basic human rights." And to a large extent he enjoyed those rights. There were, of course, many exceptions, but society as a whole was geared to that philosophy of life. Governments existed for the good of the governed, for the general welfare, and if those in high places abused their authority, as they not infrequently did, there was a spiritual power to call them to account.

Came the Renaissance with its money economy and its appeal to the acquisitive instincts of man; with its return to the beauties of the classics; with its amorality, its flouting of authority, civil and ecclesiastic; with its skepticism, encouraged alike by the advance of science and the disputes of philosophers; with its admiration of *terribilita* and *virtù*, and of all those qualities which made a Cesare Borgia the incarnation of the Machiavellian philosophy of might makes right. It would be a waste of time to point out the intellectual and moral kinship between the Renaissance man and his 20th Century descendant. One writer has thus summed up the gulf between the two philosophies of life: "Man walked into the period of the Renaissance a member of a society; he walked out of it the passive subject of an all-powerful prince." The Renaissance made the mistake of imitating without discrimination a pagan civilization that rose to great heights and descended to equally great depths. Shall 20th Century man make the same mistake? Has modern man not been making it for the last 400 years, so that now he is confronted with a choice between two ways of life, neither of which can compromise with the other? If *LIFE* is to help its readers to find life, here and hereafter, should it not take note of the failures as well as the successes of the past?

SISTER MARY AUGUSTINE, B.V.M.

Department of History
Mundelein College
Chicago, Ill.

Sirs:

I am not optimistic as to the value of your projected series, for it is my feeling that the complexity of Western civilization is not compatible with Liv's tendency to reduce all subjects to the simple and obvious. The series on the Renaissance serves to strengthen that belief. Where is mention or adequate treatment of such topics as the middle class, national states, decline of feudalism, science, geographical exploration, secularism, revolt against authority and vernacular literature? The quoted extracts from Boccaccio and Petrarch were first written in the vernacular, but the casual reader would probably assume

A.M.

bliss in a glass
(with a swell P.S.)



P.S. It helps
keep you regular
too.

SUNSWEET
PRUNE JUICE



Prepared and distributed by the
makers of Mott's Fine Fruit Products

CONTINUED ON PAGE 12



HOLD EVERYTHING . . .

Did you know, for example, that the new Dodge brakes operate from six hydraulic cylinders instead of four? That's the extra security now being supplied in the smoothest car "afloat."

It's one thing to have such extremes of power and smoothness,—another to have such complete and easy control that (as one enthusiast said) "It's out of this world." You'll see! Thanks for Waiting.

NEW *Dodge*
SMOOTHEST CAR AFLOAT

"But who should raise the child—you or me?"

ASKED ELSIE, THE BORDEN COW



"FRANKLY, I should!" exploded Elmer, the bull. "At least I wouldn't be turning my daughter into any doggoned social butterfly!"

"It would be quite a trick," giggled Elsie, "to turn a calf into a butterfly!"

"This is no laughing matter," snapped Elmer. "Can't you even be serious about bringing up our only child?"

"Indeed, I am serious, dear," answered Elsie. "And Beulah's serious, too. In fact, she studies so hard, a party certainly won't do her any harm!"

"Listen, Daddy, I do study hard!" piped Beulah. "I can spell *Borden's Homogenized Milk . . . Borden's Ho-*"

"I might have known!" groaned Elmer. "Feeding her up on Borden's when she's too young to know what it's all about!"

"No one's ever too young," beamed Elsie, "to ap-



preciate Borden's Fine Foods. Just as an example—young folks, old folks, everybody's crazy about the flavor of Borden's Homogenized Milk. There's cream in every sip, a full day's supply of Vitamin D in every quart!"

"Good heavens, woman!" gasped Elmer. "Do you expect a half-pint like Beulah to remember all that?"

"Why not?" teased Elsie. "If she only remembers



*-if it's Borden's,
it's got to be good!*

that every child should have two pints—one quart—of Borden's Milk every day, I'll be quite satisfied."

"Well, I'll never be satisfied," grumbled Elmer, "till you forget to mention Borden's!"

"Then you'll have to keep me far, far away from the sight of Borden's Fine Cheeses!" said Elsie. "Just a glimpse of that Borden's Chateau package, for instance, makes me want to whip up all sorts of tasty omelets, sauces, and snacks! Chateau, you know, is the glorious cheese food with the mellow-mild Cheddar flavor—and it's concentrated nourishment!"

"Suppose you concentrate on nourishment," mut-

tered Elmer. "I'll concentrate on putting some practical ideas into the child's head."

"Practical?" twinkled Elsie. "There's nothing more



practical than Borden's Chateau—it slices, it spreads, it melts! Why, it's a cheese food of a hundred different uses!"

"I'm not interested in hearing *one* of them," grunted Elmer. "All I want is to bring up my daughter the right way!"

"Of course, dear," laughed Elsie. "And how can she miss? Beulah's part of the Borden family, isn't she? And if she's Borden's, she's GOT to be good!"





JUMPING ROPE, a hangover from Roy Newman's prize-winning days, a couch for Lucky, caught in mid-air by LIFE Photographer Wallace Kirkland's Stradialight.



BALANCING SHOT GLASS of red wine on his steady, brand-new coat, Lucky surveys the chair placidly. He spills the liquor about once a month, which makes him terribly tipsy and



TOUGHEST PART is keeping his last paw balanced on the ground while the other three are poised on the chair. Roy Newman claims no other performing dog in the world can do this.

SPEAKING OF PICTURES...

...LUCKY, THE PERFORMING DOG, BALANCES MASTER'S BUDGET



2 **FIRST STEP** is taken cautiously with nose still high. Lucky occasionally switches from Coke to Coca-Cola when working in unlicensed theaters, spills Coke less as it tickles his nose.



4 **4TH FOUR PAWS UP** on the chair the worst is over, and Lucky, head still held high and the wine unspilled, prepares for the act's finale. He gets down from the chair the same way.

The intelligent, upstanding (above, right) beast shown in these pictures is an admirable example to all ambitious, man-loving dogs. Not only is the dog, whose name is Lucky, a true friend to his master, Roy Newman (opposite page), but he is also quite talented. Through his ability to climb a chair while bal-

ancing a shot glass of wine on his nose, a trick he performs at nightclubs round Chicago, he has become sole breadwinner for Newman and family. Found seven years ago by Newman, who was then a lightweight boxer (Lucky is only part boxer, some chow, some shepherd), the remarkable animal trained for



5 **NOSE IN AIR** proud Lucky assumes a patrician 'Dogs of Distinction' pose at the climax of his act. In show business since 1942, Lucky feels it's a man-eat-man game.

a year, perfecting his repertoire. He then offered his master a chance to quit the ring and throw in with him in a dog act. The astute Newman accepted. In addition to having fed him in the ensuing years, Lucky has procured Newman a wife, is carrying on, man-tired, with three mouths plus his own to feed.



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SPEAKING OF PICTURES

CONTINUED



VERSATILE LUCKY balances a full Coke bottle with no more trouble than his usual glass of wine. Neither Lucky nor his master is a very heavy drinker.



BALANCING A BALL on his tail, Lucky can deftly flip it up, catch it in his mouth. Extremely mild-mannered, he and his master rarely strike each other.



BAG OF TRICKS was once knocked out of his mouth by a taxi, and Lucky, anxious, chased it two blocks, with Newman at his heels. Neither caught cab.

*I'm Just The Guy
Your Sister "No's"!*



IT HAPPENS WITHIN

TWO SECONDS



Within two seconds after
starting, racing skaters speed
along the icy course at
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And as this glass-of-water test
proves, within two seconds
after you take Bayer
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But its effectiveness and gentleness
are also important. And records show
that Bayer Aspirin's single active ingre-
dient is so effective doctors regu-

larly prescribe it for pain relief . . .
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their doctors' advice.

Keep these points in mind whenever
you buy anything to ease pain. And
don't forget — no other pain reliever
can match Bayer Aspirin's record
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effect. So always ask for Bayer Aspirin.

Always ask for
genuine

BAYER ASPIRIN

LIFE'S REPORTS



JOSEPH DUMAIS FALSELY CONFESSED MURDER TO ATTRACT ATTENTION

"I KILLED HER"

Black Dahlia murder case has produced a rash of
psychopaths who insist they committed the crime

by LOUIS BANKS

A few days after the murder of Elizabeth Short, Los Angeles' attractive 22-year-old "Black Dahlia," two members of the homicide squad sat in a restaurant discussing the case over coffee. They got back to headquarters just as a frantic call came from somebody who thought he had just spotted the killers. The caller turned out to be a waiter in the restaurant; his suspects, the two detectives themselves.

This was a typical example of the misinformation in which the Los Angeles police department has been mired ever since the Black Dahlia met her end. It has flowed in an endless stream from hundreds of psychopaths, tipsters and plain kibitzers who wanted to inject themselves into the case. Some, driven by esoteric complexes, confessed to the crime although they could not possibly have committed it. Others sought to even old grudges by naming their enemies as suspects. To all of them the detectives listen patiently, because there has been no real clue in the case since the body of the Short girl was discovered on Jan. 15.

The characters who wanted to be helpful came in the greatest number and were the easiest to handle. One old lady walked five miles to suggest that if the corpse were buried with an egg in its hand, the way they did back in her home state of Alabama, the killer would be found within a week. An Altadena astrologer asked the hour and date of Elizabeth Short's birth and promised to provide the murderer's name in a few days. An amateur sleuth wanted the girl's right eyeball, explaining that he would photograph the final image reflected in it and return with a picture of the killer. A tipster suspected the man who had sat on the next stool in a coffee shop. "I'm certain he's the murderer," he reported. "He had an apprehensive look and ordered only a half cup of coffee."

Nevertheless most of the helpers were sincere and some provided information of real value. More sinister and maddening were the scores of calloused informers who tried to throw suspicion on the innocent for reasons of personal revenge. In police jargon this is known as a "roust." A blonde dancer telephoned in grea-

CONTINUED ON PAGE 2



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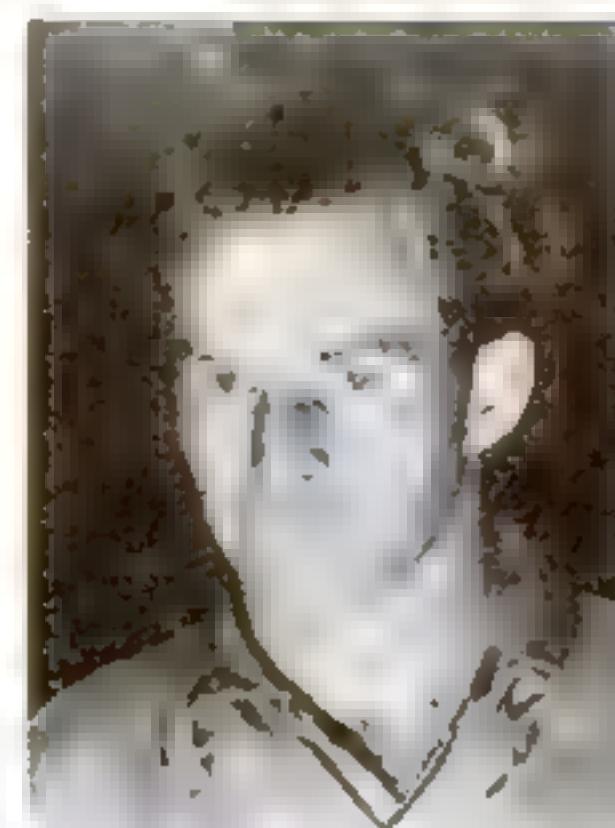
secrecy one night, "I'm meeting a man at First and Temple Streets at 9 o'clock, and I have reason to believe he's the Black Dahlia killer." Homicide Captain Jack Donohoe sent two men, but instead of trailing the couple they arrested both at the rendezvous and brought them into the station. The man revealed himself as a home-loving corporation executive who had been placed in a wartime share-the-ride club with the blonde and had been dogged, chased, threatened and slightly blackmailed by her ever since.

In three cases landlords reported as suspicious the actions of tenants whom they had been trying to evict. In Barstow, Calif., an amazonish 160-pound blonde told a bartender, "I know who killed Beth Short and if the reward is big enough I'll talk." Two plain-clothesmen charged out from Los Angeles only to discover that she knew no more than what she had read in the newspapers but was trying to even the score with two boyfriends who had walked out on her by implicating them in the crime. The gentlemen were brought back to town. They were suspects all right—but in an automobile theft, not the Black Dahlia murder.

Run-of-the-mill criminals and even ordinary drunks soon learned to turn the Short case to their own uses. In several rape attempts the victims were warned they would "get what the Black Dahlia got" if they made trouble. The city's habitual inebriates found they could postpone the discomfort of the Lincoln Heights "Drunk Tank" if they would spin a plausible story about the murderer.

But the headliners of the Dahlia Show have been the false confessors. Such types appear in nearly every major crime. They have kept the police as busy proving the innocence

CONTINUED ON PAGE 23



DAN VOORHEES said he had done it, later was jailed as mental case.

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Want better looking hair? Want to avoid the embarrassment of falling dandruff scales? Itching scalp? Then you need a Vita-brush! Doctors and competent scalp authorities have long recommended brushing...vigorously, frequent, regular brushing as the approved and sensible way to care for the hair. Vita-brush gets your scalp really clean and stimulates the life-giving blood supply to your scalp. Not just theory—you see and feel the results right away.

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THE GIRLS WHO MARRIED TWIN BROTHERS

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MY TWIN!



"What's this stuff about twins being carbon copies of one another? Not my twin. He's different. He goes for billiards—rides his brother who likes bowling better. But they sure see eye-to-eye on TruVal shirts! Me, too. There's lots of wear and lasting good looks in TruVal shirts. They're all Sanforized. Just like that smart TruVal white broadcloth I bought him."

WATCH
MY TWIN
ROLL A
STRIKE!



"Twins exactly alike? That's a laugh. My twin can't see billiards at all—says bowling's the game. But how they click on one thing—TruVal shirts! Chalk me up as a TruVal booster, too. I like the friendly price-tags...the rich-feeling Sanforized fabrics (shrinkage held to 1%)...the nice way they look and launder. He loves that wide-spread collar TruVal oxford shirt I got him."

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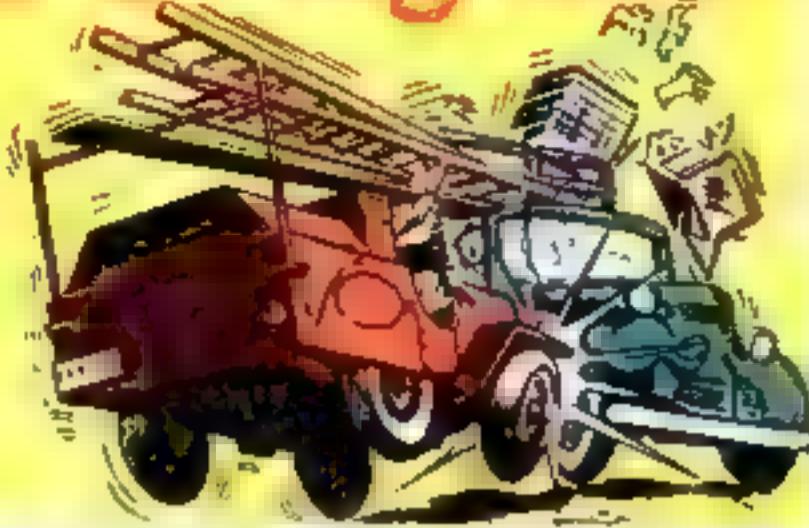
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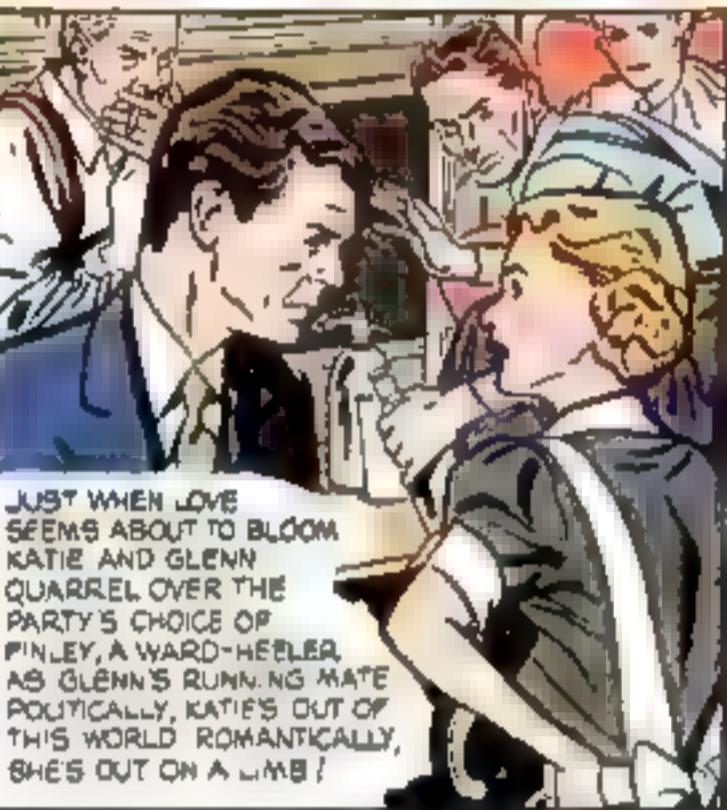


WHILE ON HER WAY TO CAPITOL CITY, WITH A PAINTER NAMED ADOLPH, HER SAVINGS WERE SPENT ON DAMAGES WHEN ADOLPH TURNED "WOLF" AND HIS JEEP TURNED TURTLE!

UNDAUNTED KATE (LORETTA YOUNG) TAKES A TEMPORARY JOB IN THE MORLEY HOUSEHOLD. AND YOUNG CONGRESSMAN GLENN MORLEY (JOSEPH COTTEN) TAKES A PERMANENT HOLD ON HER HEART. GLENN'S MOTHER (ETHEL BARRYMORE), SLYLY LOOKS ON.



SOON AFTER, KATE FISHES GLENN OUT OF THE RIVER AND GIVES HIM A MASSAGE THAT HAS CLANCY (CHARLES BICKFORD) POP-EYED—AND GLENN'S GIRL FRIEND GREEN-EYED.



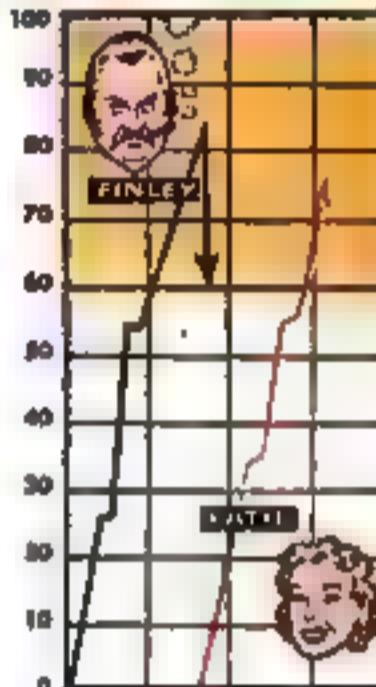
JUST WHEN LOVE SEEMS ABOUT TO BLOOM, KATIE AND GLENN QUARREL OVER THE PARTY'S CHOICE OF FINLEY, A WARD-HEELED. AS GLENN'S RUNNING MATE POLITICALLY, KATIE'S OUT OF THIS WORLD ROMANTICALLY, SHE'S OUT ON A LIMB!



AND WHEN KATE, "THE FARMER'S DAUGHTER," SAYS HER PIECE, GLENN AND MRS. MORLEY ARE VERY RED-FACED.



ACCLAIMED BY PUBLIC, PRESS AND RADIO—AN OVERNIGHT POLITICAL SENSATION—KATE IS DRAFTED BY THE OPPPOSITION TO RUN AGAINST FINLEY FOR CONGRESS!



LIFE'S REPORTS CONTINUED

cence of the innocent as trying to nail the guilty.

The greatest furor was caused by Cpl. Joseph Dumais, a curly-headed, mustached young combat veteran of Fort Dix, N.J. Dumais was reported to military police by another soldier who had quarreled with him over money. The corporal was just back from a 42-day furlough. Investigators found bloodstains on his clothing along with a wad of newspaper clippings on the Short killing. The idea that he might be the murderer fascinated Dumais. "It is possible that I could have committed the murder," he said. "When I get drunk I get rough with women." Police checked his story against known facts and sent him off to a psychiatrist.

Even the newspapers failed to become very excited over Daniel S. Voorhees, a 33-year-old ex-restaurant employe who telephoned the homicide detail to come and get him. He was brought in by a patrol car, mumbling, "I killed her, I killed her." When detectives asked for details he grew sulken. "Ah, I'm not going to talk to you any more," said he. "I want to see my attorney." He too was eventually jailed as a mental case.

In San Diego a lanky former Wac walked into the police station and announced, "Elizabeth Short stole my man so I killed her and cut her up." When she fumbled essential questions on location and method she admitted she had "made the whole story up." In Long Beach Chief Pharmacist's Mate John N. Andry, 30, boasted loudly in a bar about his deftness at cutting up bodies. When the police took him into custody, he at first insisted he had killed Beth Short, then grumbled, "Well, I'm capable of doing it." Finally he admitted he had just been kidding. There was some suspicion that Andry was due

CONTINUED ON NEXT PAGE



CARAL MARSHALL hinted her boyfriend had killed Black Dahlia.

Cologne
After Shave
Hair Dressing
Deodorant
Talcum

Firecrackers in March?



"Aren't you a little early this year, Bill? I've sold you firecrackers ever since you were a youngster, but you never wanted them in March before."

"I was just kidding about the firecrackers, Mr. Meechan. But this is my personal Independence Day. I have my own Declaration of Independence to prove it, too."

"Hmm . . . sounds like a life insurance policy to me."

"You're right! And it guarantees my wife and me financial independence! Why, even if anything happened to me now, Janet would still be sure of a comfortable home, and regular monthly checks to pay her grocery bills, too."

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LIFE'S REPORTS CONTINUED

for a tour of overseas duty and wanted to stay at home.

Not long afterward another confessor was asked to pick out the Black Dahlia from an array of photographs. He picked the wrong girl and was jailed for drunkenness. Next morning he made a more valid confession. "I probably did it to show off," he said.

The most persistent drunk was a flophouse resident who would telephone from one bar, then race to another before the police arrived and telephone again. This game of bar tag went on for six jumps until a bartender held him for officers. They took one look at him and decided no woman would have anything to do with him. He never telephoned again.

Experienced detectives usually can spot the pseudo-confessor in a few minutes by asking trick questions. Generally a confessor's knowledge of the case goes as far as the newspapers' and no further. Since many details of the Short mutilation were unprintable, it has not been difficult to discover how little the confessor to it knows.

Why do people confess to crimes as repulsive as the Short case? Some detectives put it down to a lust for publicity. The staff psychiatrist of the Los Angeles police, Dr. J. Paul de River, has more complex theories. The doctor, who looks his part, with bearded chin, heavy black mustache, piercing eyes and Roman nose, concedes that drunken confessions may signify very little. But the confession of a sober man can arise from exhibitionism, from a guilt complex engendered by some forgotten incident of childhood or from masochism. He predicts that the confessors will keep coming and that the police will keep on talking to them. The type of mind which conceived the Elizabeth Short murder, he says, "will some day have to boast about it."



THE BLACK DAHLIA, brutally murdered in January, was Beth Short.



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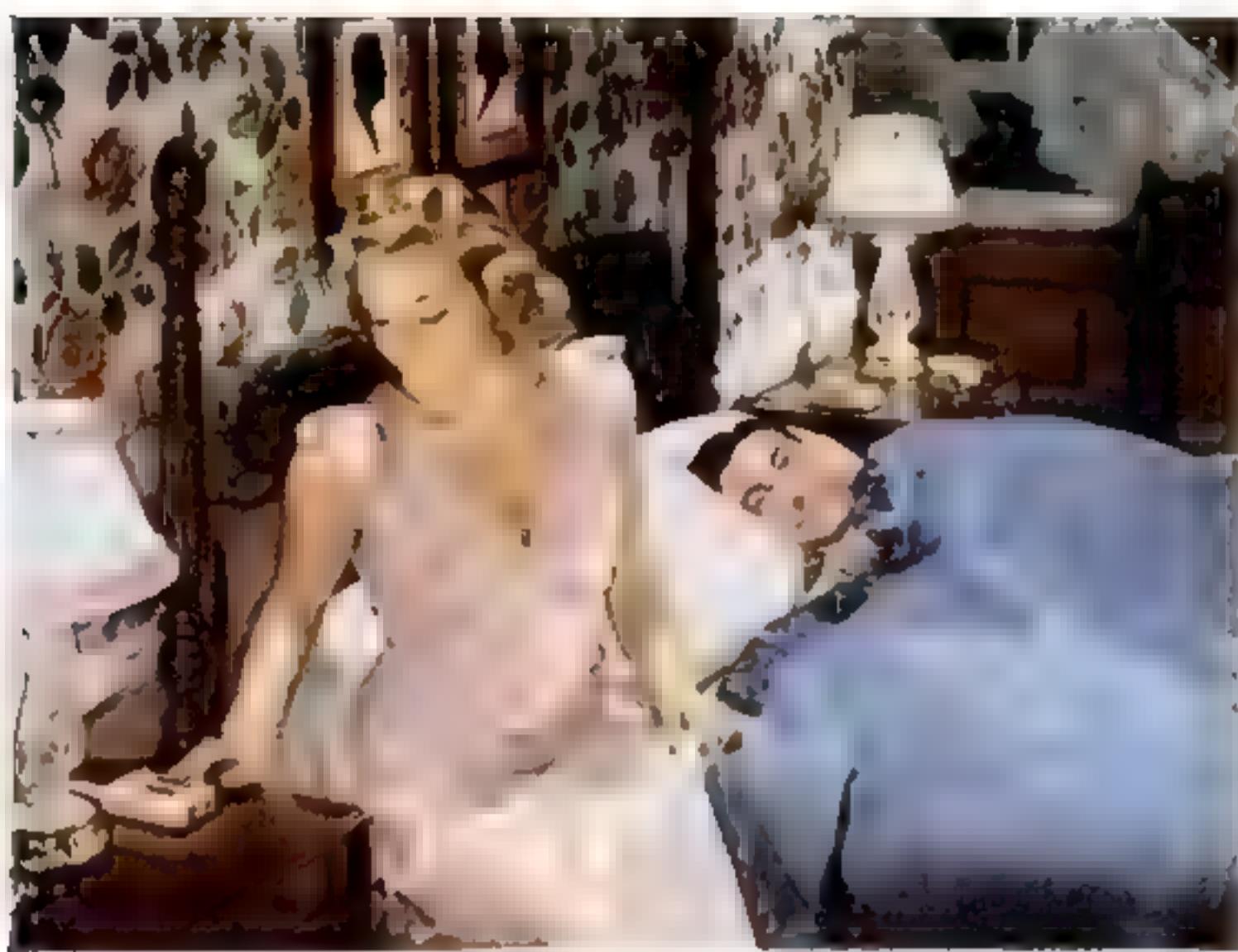
Soon there'll be U. S. Koylon Foam mattresses. They will be clean, vermin-proof, self-airing and sag-proof. In the meantime, sample new comfort on a dining room chair.



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See what it is to be *really* sleep-happy. Get your

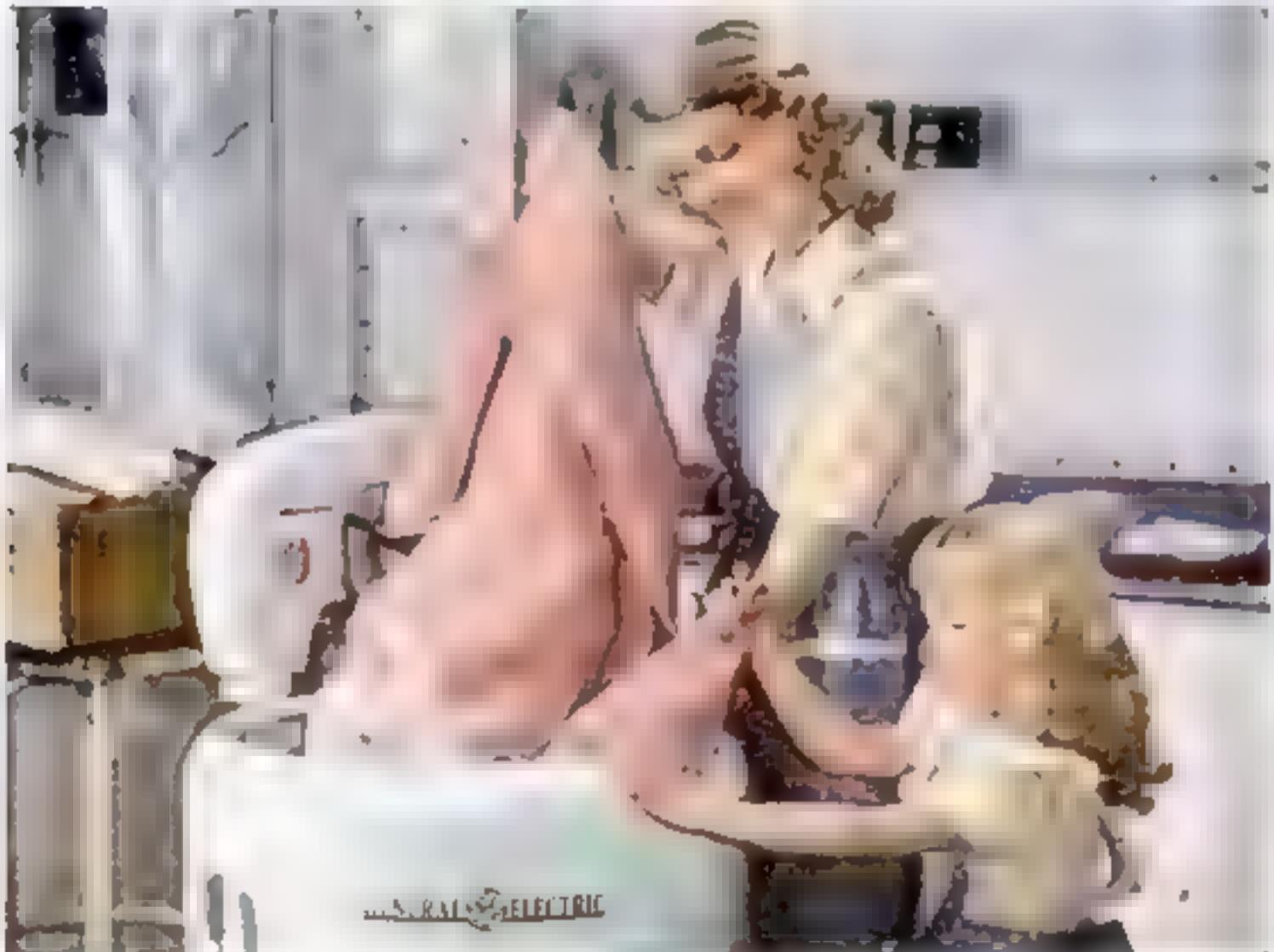
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Made to rigid General Electric safety standards—and Approved by Underwriters' Laboratories, Inc.

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GENERAL ELECTRIC



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LIFE

LIFE'S COVER

This bundled-up young man is a 3-year-old Eskimo, dressed for a 10°-below-zero winter day in the Colville River delta in Alaska. Harmon and Constance Helmericks, who photographed him while spending two years above the Arctic Circle (pp. 72-83), report that he is a quiet, well-behaved youngster who has never been spanked. This is because his parents, like all Eskimos, believe that a child may be the reincarnation of a departed soul, perhaps a friend, who would take it most unkindly if anyone were to paddle his caribou-skin-padded bottom.

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RADIO NEWS GROWS UP



1935: PRESIDENTIAL REPORTER. To cover the journeys of the late President Roosevelt, Trout traveled a total of 115,000 miles. Above, brief stop on a transcontinental tour in 1935.



1942-43: LONDON CORRESPONDENT. Middle years of the War, Trout spent in England reporting for U.S. listeners the progress of Allied forces, interviewing war-workers and servicemen.



1945: ROUND-THE-WORLD TRAVELER. Trout toured the globe to study war's effects on the world's peoples. Here he talks with Moslem schoolboys outside the Taj Mahal in India.



A KEEN NEWS SENSE MARKS TROUT'S EDITING OF EACH DAY'S BROADCAST

15 YEARS BACK OF 15 MINUTES

Robert Trout's graphic and authentic newscasts reflect his long-time reporting of historic events

Each weekday, for an understanding of their nation and their world, more and more alert Americans turn to Robert Trout's broadcast, *The News Till Now*.

What they get from Trout is fifteen minutes of news, complete and concise, objectively edited, graphically told. Back of what they get is Trout's fifteen years of eyewitnessing history in the making. They heard his voice and the tap-tapping of rain on his microphone as he reported the Presidential inauguration on January 20th, 1937. They heard him discuss the war with workmen in a London pub, with housewives queued up for groceries in Lambeth Walk.

In addition to his Washington broadcasts dating back to 1932, Trout's reporting has taken him 250,000 miles. Some of that was in more than 20 foreign countries; most of it was in these 48 states. To track down a story he has, on occasion, traveled by jeep, elephant, rowboat, bomber, battleship and ricksha. And from wherever they have heard him, listeners have come to expect news that is graphic yet accurate, reported in clear words and a calm voice.

For the key post on a news team to bring listeners a new and reliably informative series of postwar newscasts, this is the man Campbell Soup Company chose. Each day in his newsroom in New York, Trout and his editors sift and check reports from the five leading news services, reports totaling over 200,000 words a day. From here, Trout talks by phone or radio to members of his crack team of 22 correspondents in Washington and other world news centers. Then, each day, Monday through Friday, at 6:45 p.m. E.S.T., Trout brings to his microphone *The News Till Now*, the news program that growing thousands of alert U.S. listeners look to and depend on.

CAMPBELL SOUP COMPANY



THE NEWS TILL NOW. Even after he is on the air, late dispatches, on arrival, are spliced into Robert Trout's newscast. Thus the program lives up to its name.



IN FRONT OF FORD'S DEARBORN PLANT A RIGHT-WING UNION MEMBER MASQUERADES AS STALIN TO MOCK COMMUNIST-CONTROLLED LEADERSHIP OF HIS LOCAL

LABOR'S COMMUNISTS COME UNDER FIRE

The hottest problem in U.S. labor last week was Communism. At the Ford Motor Co., which has the largest union local in the world, 100,000 members of the United Auto Workers began their annual election of officers, with the right-wing supporters campaigning on the known fact that Local 600's present leadership is dominated by the Commies (above). In the C.I.O.'s Mine, Mill & Smelter Workers Union, 49 locals with 28,500 members had seceded in protest against their Communist-line national leadership. Secretary of Labor Lewis Schwellenbach, testifying before the House Labor

Committee, urged that all Communists be barred from holding union offices—thus putting the Truman administration flatly on record against the spread of Communist doctrine at home as well as abroad.

But although the busy agents of the Communist party seemed to be in trouble in the labor field, only an incurable optimist would predict the end of their influence. At the moment they control at least 10 big C.I.O. unions with a total membership of 1,250,000 (pp. 34-35) and thus swing so much power that the C.I.O.'s President

Phil Murray, a Catholic who hates Communism, has never dared to fight them except with quiet attacks on the flank. Uninhibited by logic or principle—except their one aim of fomenting class war—they can run rings around legitimate union leaders when it comes to making promises to members and demanding the impossible from employers. At organizing and politicking they are tireless geniuses (p. 32). Moreover it is almost impossible to determine the full extent of their infiltration. As Schwellenbach said last week, "One of the first things a Communist learns is to deny he is one."



RIGHT-WING CAUCUS (above) plans the campaign for anti-Communist Mike Magee (left, with glasses). Below: the local's left-wingers map strategy for the re-election of Local 600's President Tommy Thompson (top), who, though no Communist, got his \$5,000 job by catering to leftists.



THOMPSON (SECOND FROM RIGHT) CAMPAIGNS

HOW THEY RUN A UNION

Local 600's Communist minority steals the show

Although the United Auto Workers' Local 600 does not have as notoriously Communistic leadership as the Mine, Mill & Smelter Workers (opposite), it nevertheless provides a perfect demonstration of how to run away with a union.

Local 600's Communists are at their best in the monthly council meetings. Disciplined to the point of precision, they know exactly what they want, i.e., anything that follows the current line of the Communist party. To the accompaniment of muffled shrieks of protest from the unorganized rightists, they trot off with the meeting at the drop of the gavel. Rising to "points of order" all over the hall, they immediately side track legitimate problems and soon have the members voting to donate \$2,500 of the local's treasury to Communist-front organizations like the National Negro Congress and the American Jewish Labor Council. Then a complete stranger somehow gets the floor to plead for Yugoslav relief. So \$6,000 of the local's funds go to Yugoslavia. At this point a befuddled rightist mumbles, "Give our money to Tito; that's a helluva thing to do." But the rest of the rightists wander resignedly off to the nearest saloon.

The Communists establish political control like this by three simple maneuvers. First, they are glad to do the dirty work. In 1940, for example, Communist "tush hogs" (goons) had the right kind of tireless zeal to plan and launch the Ford strike. Sure enough, after the strike the leftists were in control. Secondly, the Communists patiently keep meetings going all night until most of the members have left, whereupon they vote through their special projects. Thirdly, the Communists are experts at creating the crusading union atmosphere. Their pet phrase is "militant trade unionism," and a brother who does not use this jargon is an outlander. But once he adopts the phrase and the attitude that goes with it, he has crossed the line. By these three methods the 5,000 leftists in Local 600 control the union's 100,000 members.

Local 600 is a heady mixture. Less than half its leftists are dues-paying Communists. Some are not wedded to the party but are living with it, others are merely infatuated and others are playing around to see how far they can get. Then there are rightist spies in the leftist camp, leftist spies in the rightist camp, as well as spies to spy on the spies. A strange result of this confusion is that in each annual election since 1941 the local's administration has changed sides completely.

But the rightists are not counting on precedent this month. They are putting on a razzle-dazzle campaign, with the help of the parent U.A.W.'s President Walter Reuther, to elect Mike Magee, repairman. At the same time U.A.W.'s Secretary-Treasurer George Ades is supporting the leftist candidate Tommy Thompson, assembler. The reasoning of both Reuther and Ades is clear: Local 600, with some 75 delegates to the U.A.W. national convention, is to the auto workers what New York State, with 47 electoral votes, is to the candidate for the U.S. presidency. So the U.A.W. is understandably interested in whether Local 600 becomes once again a legitimate union or deteriorates further into what one member calls it already. He says, "Hell, we aren't a union. We're just another wing of the Communist party."



BRASS WORKERS VOTE at guarded election in Ansonia, Conn. They decided by a margin of five votes to stick with the C.I.O. United Mine, Mill & Smelter Workers

despite Communist control which has driven 19 locals to secede. At a previous meeting, when election was discussed, debate between left and right-wingers resulted in fist fights

THE INFILTRATION CORPS

Communists and their friends hold some key posts

The shocking extent to which Communism has crept into the U.S. labor movement is shown by the gallery of photographs below. All these union officials, many holding key union positions, have helped spread the Communist doctrine in labor circles. Some are openly members of the Communist party and known as such to their members. Others, while having no visible tie to the party, are so zealous about their crusading that there is little doubt that their hearts belong to Marxism rather than to the workingman. Still others are

THESE 16 ARE OPENLY COMMUNIST OR SO



LEE PRESSMAN, C.I.O. counsel, is the "brains" of the extreme leftists and their greatest influence on C.I.O. policy.



DONALD HENDERSON, head of the C.I.O.'s farm-workers, has conceded being Communist party member at one time.



LEWIS MERRILL, head of C.I.O. office workers, quit as an editor of Communist *New Masses* when his members objected.



LOUIS WEINSTOCK, secretary of A.F.L. painters, has handled details of Communists' New York May Day parade.



ROBERT BUSE heads C.I.O. auto workers local which has conducted costly Allis-Chalmers strike since last April.



HERBERT MARCH, a director of C.I.O. packing-house workers, has written that he wants to turn union into "mass party."



"RED MIKE" QUILL, head of C.I.O. transport workers, constantly threatens to tie up the New York City subway system.



MICHAEL OBERMEIER runs New York City's hotel and restaurant workers, a Communist-line stronghold in A.F.L.

THESE EIGHT ARE PRO-COMMUNIST BUT LESS BLATANT



HARRY BRIDGES, C.I.O. boss of West Coast longshoremen, dreams of a shipping union which could tie up both coasts.



GRANT OAKES is ambitious president of the young but highly aggressive C.I.O. United Farm Equipment & Metal Workers.



HERBERT SORRELL runs A.F.L. Conference of Studio Unions in Hollywood, was jailed during the long strike last year.



FERDINAND SMITH, secretary of maritime union, is allied with Bridges in attempt to consolidate shipping unions.



JOSEPH SELLY, veteran union career man, now runs small but strategic C.I.O. American Communications Association.



HOWARD MCKENZIE, vice president of maritime union, was one of two who opposed C.I.O.'s anti-Communist resolution.



JULIUS EMSPAK, secretary of electrical workers, teams with Matles to run union with President Fitzgerald as figurehead.



LEONARD DE CAUX, a friend of Lee Pressman, is publicity man for the C.I.O. and the editor of its national publication.

political opportunists who have traded favors with Communist blocs to gain office or have been duped by Communists into serving as innocent-looking front men. In this latter group, of course, there probably are some men who find Communists congenial as well as useful but have succeeded in hiding their sympathies from the non-Communists.

As can be seen from the jobs held by these people, the blight of Communism, while at a minimum in the A. F. L., extends to numerous high places in the

C.I.O. This is largely due to the fact that John L. Lewis, when he organized the C.I.O. in 1935, found the Communists already so active in labor that he could not get started without them. With his silent blessing they flocked to the C.I.O. and soon became so firmly entrenched that they were dictating much of the C.I.O.'s strategy and political activity. As a result Philip Murray, for all his good intentions, is a victim of the paradox that if he makes any real attempt to free his union from the Communists he may wind up without any union at all.

SYMPATHETIC AS TO LEAVE LITTLE DOUBT



JOE STACK, vice president of the maritime union, opposed even mild anti-Communist resolution by C.I.O. convention.



MAURICE SUGAR, counsel for C.I.O. auto workers, is at odds with union's anti-Communist President Walter P. Reuther.



JAMES MATLES, organizer for C.I.O. electrical workers, is conceded even by his right-wing enemies to be a brilliant leader.



JOHN ABT, counsel for C.I.O.'s Amalgamated Clothing Workers, helped to organize P.A.C. and set its political line.



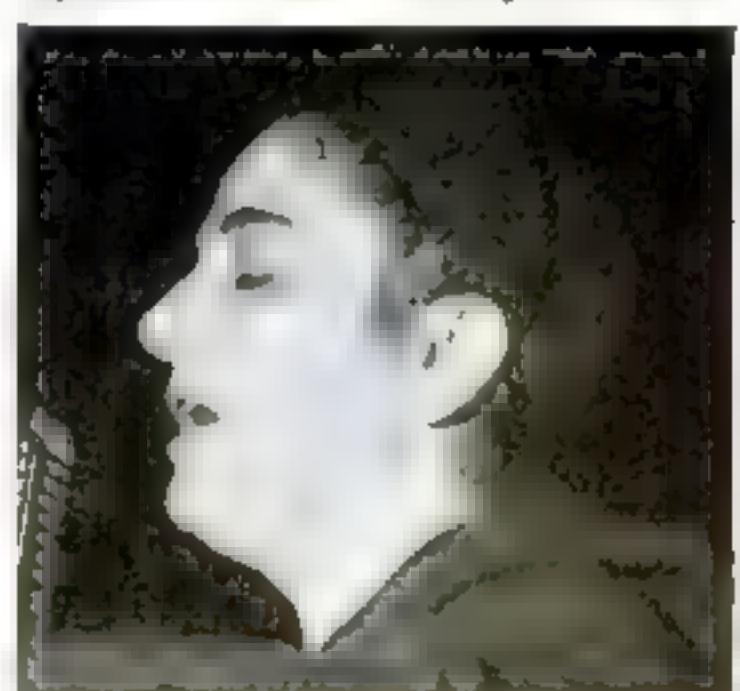
BEN GOLD, president of C.I.O. furriers, is a charter member of U.S. Communist party and national committeeman.



ABRAM FLAXER, spearhead of C.I.O. attempt to organize state and municipal employees, once led WPA workers' union.



JOSHUA LAWRENCE, National Maritime Union official, played big part in Communist shift which ousted Earl Browder.



BELLA DODD, an ex-college professor who helped start the New York teachers' union, now is a lobbyist at state capital.

THESE OPPORTUNISTS MAY BE BETTER THAN THE REDS



JOE CURRAN, president of maritime union, gained his office by sussurance of Communists but has fought them lately.



SAM WOLCHOK, though he criticizes Communism, is kept in power by Communists in his C.I.O. department-store union.



ALBERT FITZGERALD, the "captive" president of C.I.O. electrical workers, is completely dominated by Matles, Emspan.



THOMAS SPOWART, educational director of Local 600 at Ford, holds his job by doing Communist bloc's bidding.



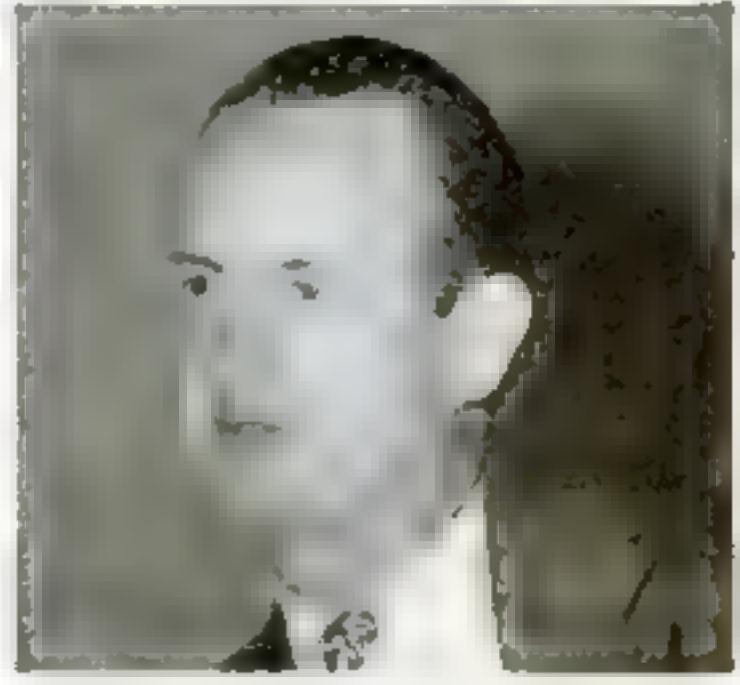
REID ROBINSON headed Mine, Mill & Smelter Workers until the rank-and-file forced Communists to find new front man.



GEORGE ADDES teams with R.J. Thomas (right) on the Communist-backed slate in C.I.O. United Auto Workers politicking.



R.J. THOMAS lost presidency of U.A.W. to anti-Communist Walter Reuther last year but hopes to get job back next time.



RICHARD LEONARD, U.A.W. national director of the Ford department, works with Addes and Thomas against Reuther.

THE FAMILY

IN WESTERN CIVILIZATION IT IS SERIOUSLY THREATENED AND NEEDS MATERIAL AND MORAL HELP

There is strong evidence that the institution of the family, not only in the U.S. but throughout Western civilization, is at a crisis. Some people are more alarmed about it than others, but certain statistics are painful indeed. For instance, one out of three American marriages now end in divorce.

"What's wrong with marriage, you ask?" said John Haynes Holmes on a recent radio broadcast. "Our society is sick. Our social order is going to pieces." And a few days before that, Dr. Carle Zimmerman, Harvard sociologist, told the American Social Hygiene Association: "Evidence indicates that our middle-class family system has reached its maximum demoralization (or will very soon). . . . If left alone the family system will break up before the end of the century. . . ."

The family is not a biological necessity. Primitive man thought that birth was a matter of the seasons, and it was not until he became better informed that he assumed responsibility toward his offspring. Once he did so, the family became the basis of human society. And the metabolism of the family has measured the health of Western civilization ever since it began some 3,000 years ago. Professor Zimmerman points out that the Western family has collapsed twice before, in Greece about 300 B. C. and in Rome about 300 A. D., in each case marking the decline of those states. Both times the manifestations were the same: 1) almost universal corruption and disregard of the marriage agreement; 2) vanishing birthrate; 3) denigration of parents; 4) juvenile and adult delinquency.

It remained for our own epoch to give the family its first *legal* kicks in the teeth, when in France (1791) and Russia (1917) the familial legal system was temporarily overthrown by revolutionary governments. Nevertheless the body of Western common law strongly supports the institution of the family. In the frequently cited language of Justice Birdseye of the New York State Supreme Court in 1857: "The family is the origin of all society and of all government. . . . The whole frame of government and laws has been said to exist only to protect and support the family. . . ."

The Bad News

Most social scientists are agreed that the family, particularly the American family, needs all the support and protection it can get right now. Some of them point out that our family system is undergoing the Greco-Roman style of dissolution, in all its four tragic phases.

1) We are witnessing an intercontinental divorce spree. The all-round champion is the U.S., where about one urban marriage in two goes on the rocks, thus approximating the record hung up by the "Bolshevik free lovers" prior to Russia's familial reformation of 1936. And nobody knows how many American upper middle-class families are precariously held together because the partners feel that the Internal Revenue Bureau doesn't leave them enough money to support separate establishments. The morality of this situation is no less extraordinary than the statistics. As Dr. Holmes has truly said, "When a Hollywood actress takes a fourth husband who is finding in her a fifth wife . . . they have no more to do with marriage than prostitution has to do with chastity."

2) The sociologists draw another parallel between the classical and the current family crises in the "international sit-down strike" against motherhood which has been accelerating since the Industrial Revolution. Here again the U.S. is well up front: 44% of our families have no children at all and 22% have only one. At this rate the U.S. will begin losing population by 1980.

3) Sociologists Austin L. Porterfield and H. Ellison Salley find the old sex mores so broken among all ages and classes that "it is becoming increasingly difficult to define sex delinquency and perhaps meaningless to try to do so, except in certain types of behavior involving cruelty and exploitation."

4) If parents are showing less respect for children, children, in the classic mode, are showing less for parents and everybody else. J. Edgar Hoover's No. 1 job is protecting our atomic secrets; No. 2 is curbing juvenile crime. The recent batch of laws requiring premarital health inspection and "cooling off" periods prior to marriage licensing are nothing more than a recognition by the state of the decline of parental control.

Why?

As social scientists see it, the chief enemies of the Western family are "the selfishness and brutality of our age." They see these qualities arising in part from our family degeneration and then returning to further the family's destruction. (To some sociologists, incidentally, the wholesome family means a permanent pair of parents and at least three children.) As an institution, of course, the family needs no defense. It is the traditional seat of humanitarianism in the human race, the center of all-important informal child education and personality development. The wealth of nations does not consist in natural resources but in the character of the people. No one can seriously deny that the family is the basic cell responsible for the production of those people and that character.

What practical steps may be taken to relieve the present Western family crisis? On the legislative side American spokesmen like Dorothy Thompson are urging national divorce laws like those of Canada and Britain for the U.S. Their aim would be to prevent states from offering competitive divorce bargains and to bring greater security to children of parents who after divorce escape their responsibility across state lines.

Sweden, alarmed by its steadily declining birth rate, has done most to prevent the dissolution of the family from economic causes. The Swedish system includes loans to encourage early marriages, subsidized family housing, maternity vacations and care. The United Nations has just chosen to recognize the difference of monetary needs between families and unsupervised employees by scaling salaries on the basis of "equal standards of living for equal work." Aside from a trifling income-tax deduction, however, the American who has given hostage to fortune remains pretty much the forgotten man.

Some American social scientists have another plan for bolstering up the family. It is to lay the hard cold facts before the "prestige class," hoping that these educationally and economically

advantaged ones will see the light and return to their familial duties. The "imitative principle" in society is expected to cause other classes to do likewise.

Every remedy proposed for rescuing the family today was grasped at, in one way or another, by the Augustine Caesars in their attempt to restore the Roman family in the last two centuries of the Empire. They may work now. They didn't work then.

But if the sociologists offer us dubious hope, we can look elsewhere. The problem is moral as well as social. And what we have that the Greeks and Romans didn't have is a universal moral code the most important of whose codicils is the definition of right and wrong, familial no less than personal.

Christ and Milton

The strongest foundation of Christian society and the Christian family is a Christian conscience and a Christian heart. To the Catholic the endurance of the family depends on a thousand-year-old body of canon law. That law is not so impenetrable that it can only be understood by a "prestige class." It is inflexibly fixed on just 11 words of Jesus Christ: "What therefore God hath joined together, let not man put asunder."

There are no reliable over-all figures on the religious affiliations of the 31 out of 100 Americans who get divorces. There is a reasonable presumption, however, that few of them are Catholics. There is just as reasonable a presumption that most of them have no operating connection with any church at all.

That leaves us with that group of divorces obtained by practicing Protestants. The case for Protestant divorce was most simply stated by John Milton. Marriage is not a sacrament, Milton reasoned, but a contract; if it is a contract it can be broken. This puts the problem of permanence in marriage squarely up to the individual sense of morality, ethics and justice. It is not an easy situation for a Protestant to face. For while a world of unworkable contracts is unreal and intolerable, a world of broken contracts becomes a world of chaos. Good Protestants, perhaps even more than good Catholics, have the opportunity and duty of restoring the lapsing validity of the marriage contract. The Catholics are supported in their position by their ancient orthodoxy. It would be well if the strong neo-orthodox movement among the Protestant faiths were to give thoughtful study toward formulating a modern doctrine to fortify the institution of the family at this time and in this crisis.

PICTURE OF THE WEEK:

To the spectator a chemical fire offers great, graceful billows of varicolored smoke. To the fireman who has to fight it, such a fire is always an uncommonly noxious chore. So it was with a fire that broke out on the morning of March 13 among the huge drums of chemicals in a Manhattan waterfront warehouse. The 250 firemen who answered five alarms with 30 pieces of apparatus and two fire boats found it a coughing, retching nightmare. Like the two firemen on the ladder (opposite) they had to wait for favorable gusts to clear pathways through the smoke before they could work their way to new vantage points from which to direct their hoses.



TWO FIREMEN ASCEND INTO THE SUFFOCATING NOWHERE
OF A BILLOWING SMOKE CLOUD IN A MANHATTAN FIRE



ON THEIR WAY OUT OF POLA LONELY ITALIANS GATHER TO SAY GOODBYE TO FRIENDS AT THEIR ARENA, WHICH WAS BUILT IN THIRD CENTURY BY THE ROMANS. SOME

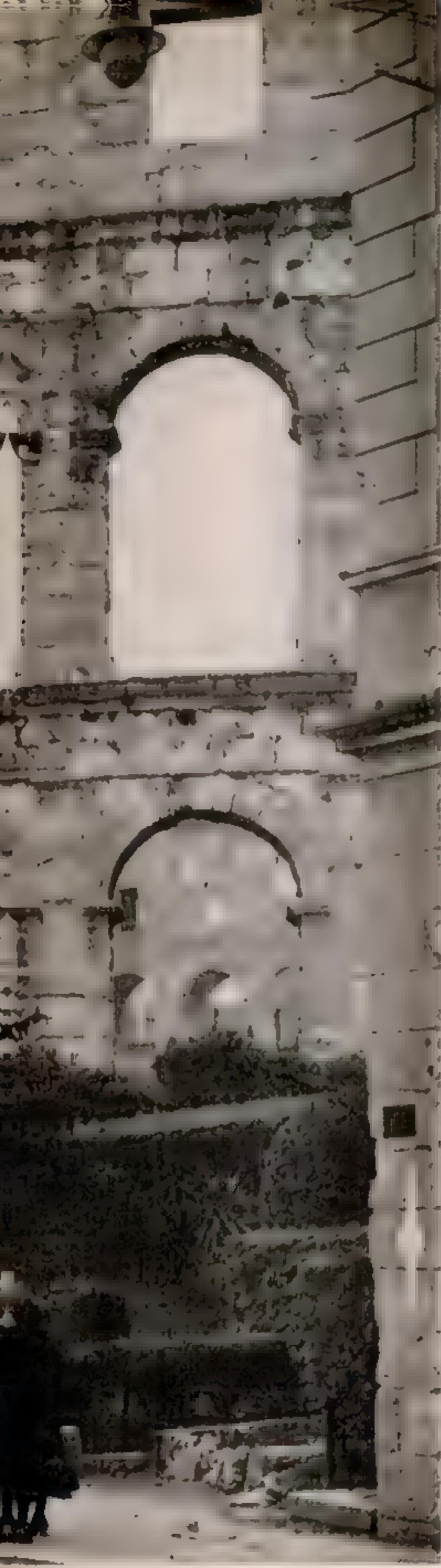
EXODUS FROM POLA

**Italians get out of their city
when it is given to Yugoslavia**

To most of the world the treaty of peace with Italy, completed only two months ago by the Allies, is fast becoming merely a memory in the wake of other international events. But to Italians on the Istrian peninsula, near the Adriatic seaport of Trieste, the treaty is no dry recollection. It has taken their homes from them. In the former Italian city of Pola, which has belonged to four countries in the last 150 years and now belongs to Yugoslavia, the

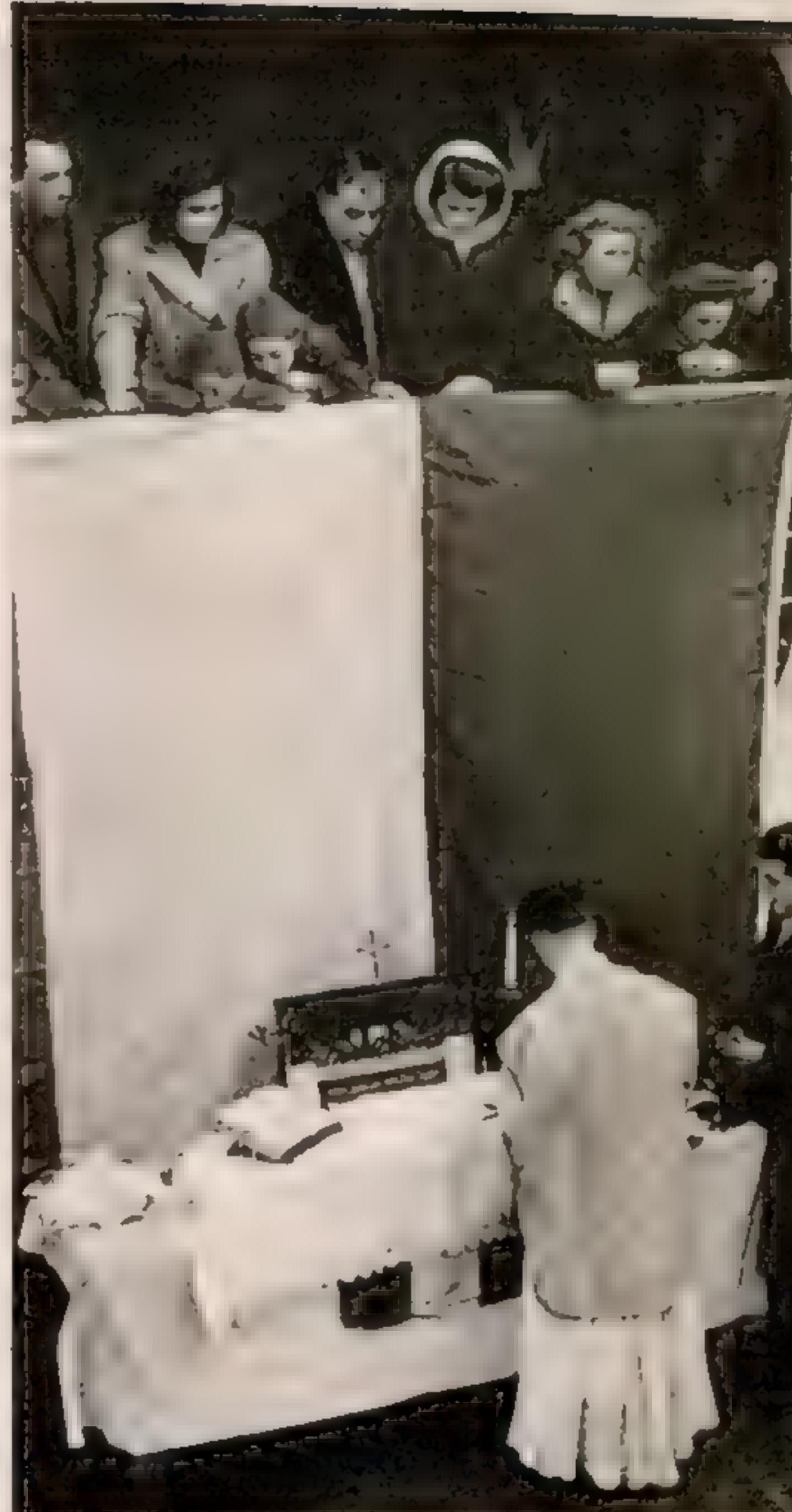
evacuation of Italians is almost complete. More than 27,000 of Pola's population of 33,000—which includes 3,000 Yugoslavs—have packed up to return to Italy.

The Italians of Pola, recently given their choice of going home or remaining in Pola and becoming Yugoslav citizens, decided almost unanimously to depart. Their decision had a simple basis: fear. They were afraid that the Yugoslavs, recalling Mussolini,



POLESI TOOK STONES FROM ARENA AS SOUVENIRS

would adopt an attitude of brutal vengeance toward them, as they had indeed done during a tumultuous Axis-Byzantine occupation in 1945. They also feared that the Tito government might move them from Pola into the Yugoslav hinterland to make room for citizens of longer standing. So they packed their possessions and straggled down to the harbor. There, while priests said Mass aboard the ship that was to take them to Italy, the Polesi prayed. Some also wept.



MASS ABOARD SHIP is held for evacuating Italian citizens, some of whom are unable to keep from crying.

Although they are supported by the Italian government, they are homesick and worried about their future in Italy.



POLA'S LIVESTOCK embarks for Italy. Frightened and bitter Italians, not wanting to leave anything behind for

Yugoslavs, carried away almost every portable object in the city including plumbing fixtures and windowpanes.





WHILE WORLD LISTENS, THE PRESIDENT ANNOUNCES NEW FOREIGN POLICY

THE PRESIDENT'S SPEECH

Congress gives grave attention to his plan for meeting world crisis

At two minutes past one on the afternoon of March 12, before a joint session of Congress, President Truman commenced to read a short speech (above). As he spoke, congressmen, Cabinet members and spectators (right and below) listened solemnly. The world also listened, no less solemnly. The course of U.S. foreign policy, and world history, was taking a new direction.

The President proposed that the U.S. intervene wherever necessary "to support free peoples who are resisting attempted subjugation by armed minorities or by outside pressures." Then he requested \$400 million to help Greece and Turkey resist the Russian pressure which would increase now that Britain had announced it must pull out of the Near East. The President also asked for authority to detail American military and civilian personnel to Greece and Turkey to supervise the use of American aid. These requests left no flicker of doubt as to

what he meant. After long and devious maneuvers, inside the United Nations and out, the U.S. and the U.S.S.R. stood grimly face to face along the line of the Dardanelles.

Like a bolt of lightning the speech cut through the confused international atmosphere. But, like lightning, it left turbulence in its wake. At home, a grave Congress promptly indicated it would support the President's program, although Senator Taft announced that he was opposed to sending military missions to Greece. Abroad, Britain acclaimed the speech in editorials which carried a distinct note of shock at the President's bluntness. In Moscow, where Secretary of State Marshall met with other Big Four leaders, an ominous rumble of protest commenced. But President Truman, having hewed boldly to his line, was in a mood to let the chips fall where they might. Thirty-six minutes after he finished his 19-minute speech, he took off for a vacation in Florida.



SPEECH IS RECEIVED SOLEMNLY BY (BOTTOM ROW,



REPUBLICANS AND DEMOCRATS sit side by side in House chamber to hear the President make his request

for bipartisan action. Left to right are Senators Hayden (D), Gurney (R), Green (D), Lucas (D) and Knowland (R).



SPECTATORS at rear of House floor wait patiently for speech to begin. Screen Actor Robert Montgomery (upper



LEFT TO RIGHT) SENATORS HAWKES, TAFT, CONNALLY AND WHITE. IN TOP ROW ARE SENATORS BUSHFIELD, BROOKS AND WILEY AND RFC OFFICIAL HENDERSON



left) stares into space. Congressman Hale Boggs and two awe struck children (center) watch the Speaker's platform.



CABINET MEMBERS (left to right) Snyder, Acting Secretary of State Acheson (substituting for Marshall),

Patterson, Clark, Forrestal and Anderson are attentive even though they discussed the speech with the President.



SMASHING OUT THROUGH THE WINDOW OF A KNITTING COMPANY'S EMPLOYMENT OFFICE IN UTICA, A BADLY FRIGHTENED YEARLING DOE MAKES A FAST GETAWAY

IMPATIENT DEER

Doe trapped in employment office makes a quick and graceful exit

Early on the morning of March 13 a yearling doe went to the employment office of the Utica Knitting Company in Utica, N.Y. Since the office had not yet opened for the day, its door was locked. So, to get in, the impatient deer jumped through the lower half of a window.

In a short time this news reached the Utica *Observer-Dispatch*, which dispatched Photographer Ernie King to the mill. King took up a station 30

feet away from the window, hoping the deer might try a return jump. King waited 20 long minutes. Suddenly, with another crash of glass, the deer burst through the unbroken half of the pane. King snapped his shutter, raced back to his office. For a nervous six minutes he waited, staring into a pool of developing fluid in the darkroom. Then he saw the outlines of the picture above appear on his negative, decided he could believe what he had seen



RECALCITRANT BULL MOOSE LIES ON RAILROAD TRACKS, STALLING ALASKAN TRAIN FOR AN HOUR WHILE CREWMAN TRIES TO GET HIM UP WITH A LIGHTED FLARE

STUBBORN MOOSE

Young bull tires of floundering
in snow and takes rest on rails

When Theodore Roosevelt bolted the Republican ranks in 1912 and formed his own party, someone asked him how he felt. "Why," said T.R., "I feel fit as a bull moose," thus coining a name for his new group. Now, 25 years after T.R. bolted, reports from Alaska indicate how a bull moose really feels: terrible, especially in the winter.

On the railroad from Fairbanks to Anchorage last month, snowdrifts were between four and five

feet deep. Plows kept the tracks clear, but native moose were forced to wallow in the drifts. Tired of this, the moose began to use the tracks as a highway. One young bull (above) lay down for a rest and refused to get up to let a train pass. He was weary and irritable, and he got much more irritable when a trainman held a hot flare under his ear. After blocking the road for an hour, however, he got to his feet and stomped off snorting into the snow.



HIS FACE SHROUDED BY AN "AMIGASA," A SLITTED STRAW HAT PROVIDED BY THE POLICE FOR SHY CRIMINALS, A JAPANESE MURDERER IS LED OFF TO COURT

JAP THE RIPPER

Slayer hides his face to save it

In Tokyo on March 5 an unassuming 41-year-old handyman named Yoshio Kodaira was tried for a long series of crimes that looked like the dossier of London's famed Jack the Ripper. In the manner of the 19th Century Ripper, who slew six women, Kodaira had lured at least seven girls to secluded spots and choked them to death. But the

cases differed in two important respects. Kodaira raped all his victims; the Ripper none. Kodaira got caught; the Ripper never did. Kodaira's case assumed the flavor of the Orient when the criminal was led before Tokyo's bar of justice. There, by an ancient Japanese tradition, he was allowed to wear a comical straw *amigasa* (above) to save his face.



"Top-of-the-Basket"
VEGETABLES

...for a soup that's **GOOD**
to the Bottom of the Bowl

Think of the finest vegetables you've ever seen—in garden, field or store: luscious tomatoes, sweet golden corn, tender limas, young peas, crisp celery . . . Now picture these wonderful vegetables and a host of others—fifteen in all—mingled in a good beef stock, according to Campbell's own homelike recipe.

Is it any wonder that this hearty, homey vegetable soup gets the call more and more—that spoons are kept busy every time it's served? Women everywhere say Campbell's Vegetable Soup is "almost a meal in itself"—keep it on hand for husky appetites. Do you?

Campbell's VEGETABLE SOUP

LOOK FOR THE RED AND WHITE LABEL



...Nourishing BEEF STOCK, too!



"COFFEE SORTERS" — the famous painting by Doris Rosenthal. In cool, deep shade — under an avenue of coffee trees — the frost coffee beans in gray red jackets slowly store up the rich "shade-grown" flavor that has brought Chase & Sanborn the biggest volume in 83 years.

"Shade-grown" Coffee is flavor-grown

- Fine coffees grown under shade add the wonderful "shade-grown" flavor that America loves in Chase & Sanborn. No wonder Chase & Sanborn tastes so mellow, so smooth, so rich.

These fine "shade-grown" coffees explain why more people chose Chase & Sanborn in the past year than ever before in its 83-year history!

Try it . . . and watch the beaming smiles at your table.

You get "Shade-grown" Flavor in
Chase & Sanborn Coffee

VACUUM FRESH to enable you to enjoy "shade-grown" flavor at its best! Get Chase & Sanborn in vacuum jar or vacuum can — in your favorite grind — today!



THE MURDER OF GEORGE McNEAR

It was pitch dark. The moon had not come up yet, and a power failure had put the street lights out. Up from "the bottom," by the Illinois River, a damp fog swirled over Peoria from the dirty, soggy ice. It was 10:40, the night of March 10. Along the street of the first-family residential section of Peoria, Ill., came George Plummer McNear Jr., swinging his cane, walking home from a basketball game, alone. He was one block from his house (below). Then, in the quiet night, came a burst of shotgun fire, the gasps of George McNear as he staggered along the street and toppled down on the sidewalk coping. Slowly a car moved around the corner and away.

In his 55 years George McNear had always been a busy man. His New England ancestry forbade his being anything else. By sheer hard work he had taken the Toledo, Peoria & Western Railroad when it was nothing but "two streaks of rust" and had built it up to a solvent business. But George McNear's puritan conscience was completely outraged by the railroad unions. The unions, mindful of the days when a big labor market forced railroad men to starve, had fought hard to install rules that would protect their jobs. But now the rules were so carefully hedged about with "featherbedding" restrictions that some workers got a day's pay for only a few minutes' work.

Nothing could be designed to enrage George



McNEAR WAS A BIG MAN WITH A BOOMING LAUGH

McNear more than a day's pay for less than a day's work. So the conflict was clear. In 1941, when he refused to meet the unions' wage demands, the men walked out. President Roosevelt asked them to submit to arbitration. McNear refused. The Army took over the railroad, bluntly told McNear there would be no room for him in his old office in the dingy Peoria Union Terminal. McNear moved out.

All through the war he let the government run

the T.P. & W. Then, when the line was handed back to him, he made the same offer to the unions as before. They refused, asked for more. McNear said to hell with them. The railroad closed down again.

This time McNear fought back. A T.P. & W. train, with an armored gondola and manned by strikebreakers, tried to make a run for it despite the pickets on Feb. 6, 1946. A gun battle followed and two strikers were killed. Charges were made that he had hired thugs to shoot up the strikers. McNear said nothing. The strike went on and on. By March 10 it was 17 months old. McNear had taken his stand and would not back down. He said he would die first.

Last week Peoria's enormous Chief of Police Victor Klarich wore an air of frustration. His cops had poked through all the sewers and found no shotgun, grilled 14 strikers and found no suspects. And now the town was swarming with eager reporters. Chief Klarich moodily contemplated his cuspidor. Down the street, exactly a block from the union headquarters, the family of George McNear ducked through the rain and slipped in the back door of the First Federated Church for his funeral. Then they followed his body out to the cemetery. As they entered the mausoleum the honk of a diesel engine came rolling up from "the bottom" along the Illinois River.



AT THE SCENE OF THE CRIME in Peoria residential district, two men indicate what happened on the night of March 10. Man in foreground stands on the spot where

George McNear was shot. Man across the street stands where McNear fell on the curb as he staggered toward his house (just this side of apartment house in background).



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\$8⁹⁵



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LOVELY LEATHER SANDALS IN 5 COLOR CHOICES

They have it . . . you'll get it . . . Spring fervor!

Frisky as a lamb, bright as blossoms, flexible as a butterfly
on the wing! Town colors . . . country colors . . .

buoyant platform soles . . . open or closed toes!

Sizes 3½ to 10, medium. 5 to 10, narrow.

• BROWN, RED, GREEN, BLACK
OR WHITE LEATHER
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KAYS-NEWPORT, Dept. L., Newport, R. I.
Send my \$8.95 Penaljós in

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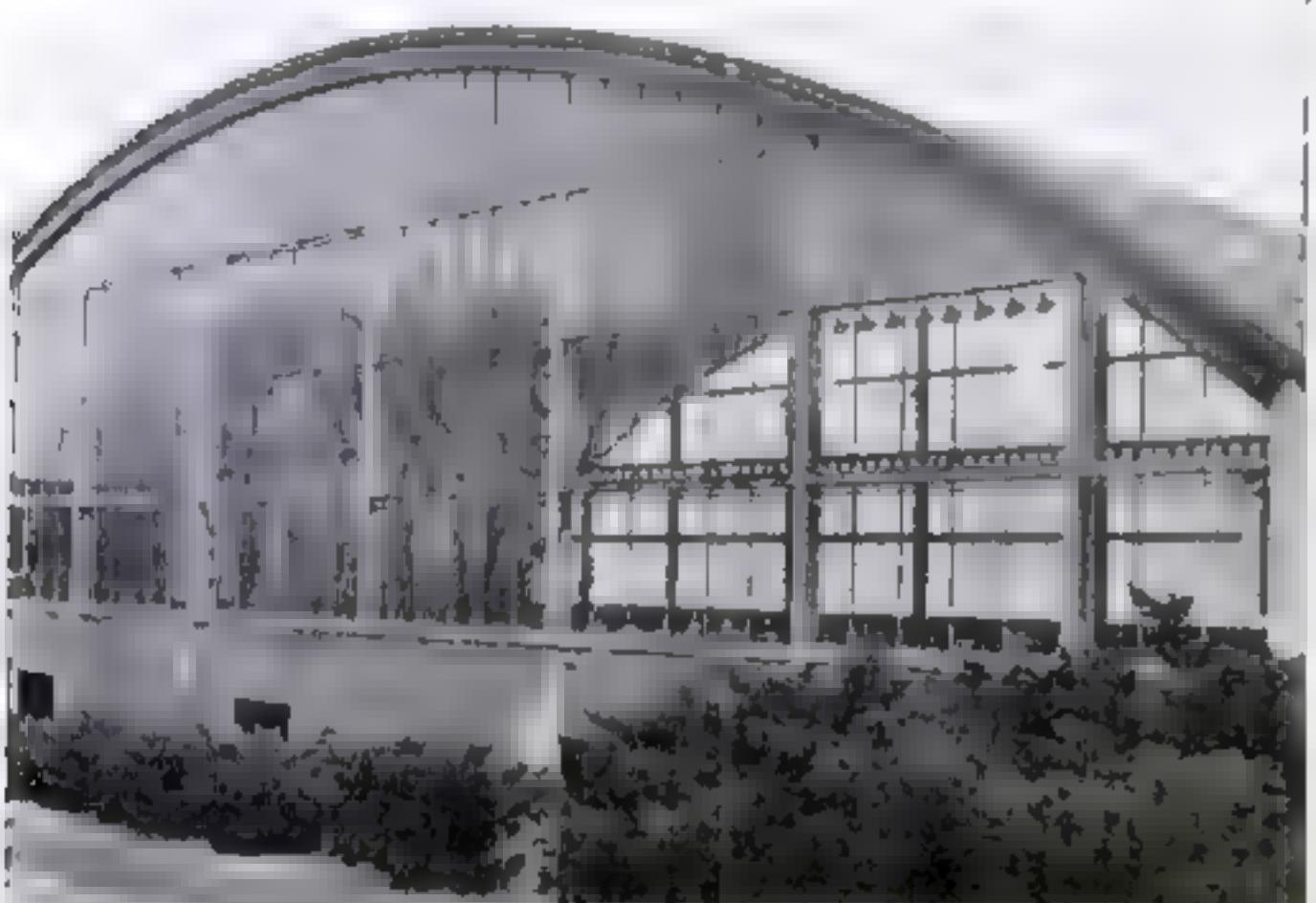
Also on sale at Kays-Newport retail stores and shoe departments

WRITE FOR FREE, COLORFUL
STYLE CATALOGUE JUST OUT!

State regular shoe size for correct fit



THE YARDS into which McNear's T.P. & W. railroad cars are shunted are in "the bottom," along the Illinois. The yards are also used by other railroads.



INDOOR TENNIS COURT was built by McNear for his chief relaxation. A tennis partner said that McNear played as if everything depended on winning.

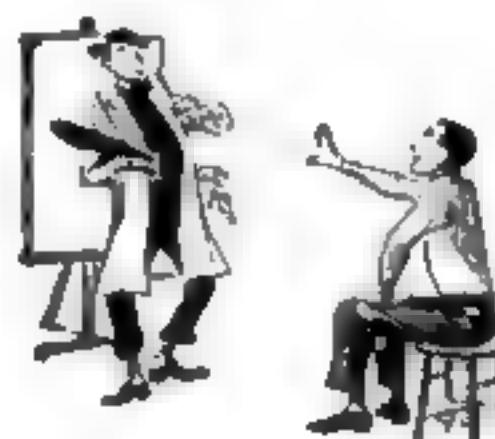


THE FUNERAL was held in Peoria, but McNear's body is stored in a mausoleum and will be shipped to Petaluma, Calif. where his father is now living.

CONTINUED ON NEXT PAGE



**"You will turn ze head—yes?"
"I do not turn the head—NO!"**



MR. G.: Now look, Mister—this is my wife's idea. NOT mine! And I am NOT turning the head. Take me *full face, head on*—or not at all!

MONS.: But, Monsieur—ze effect! To turn is of a necessity—

MR. G.: Not to ME, brother! If I'm going to be painted for my wife, it's *head on, eye to eye*. Besides, this Arrow Collar makes me look better that way. And another thing—NO COAT.

MONS.: Name of a Name! Is zere no Art in Amerique? I beg you, WHY, Monsieur; the "no coat"?

MR. G.: Because if I've got to sit here I want to look my best, that's why. And this Arrow Shirt has a special "body."

line" cut that flatters my vanity, see? Yeah, the "Mitoga" cut. O. K., hey?

MONS.: But yes! It is ve-ry hand-some. But I shrug. Pouf! The washing, I suppose, will fees it but good weeth the shrink-age. No?

MR. G.: No! Those here Arrows have a label in 'em called "SANFORIZED." It means they can't shrink even 1%. I love that label—get it in the picture!



MONS.: Nom de Dieu! Rather than perform that, I shall conduct a taxi! No la-bell! Full face—yea! But no la-bell!

MR. G.: O. K., Doctor—I just wanted to see how far you'd let me go! Now look at it—isn't it the best-looking little old shirt you ever did see? Right! Let's go! Cluett, Peabody & Co., Inc.

ARROW SHIRTS

\$325 • \$375 • \$395 • \$475

McNear Murder CONTINUED

THE STRIKE HAS A BLOODY HISTORY



On her wedding night,



She alone can send
a stranger to his death



...or keep silent and
hold her happiness
forever!

Paramount presents

RAY MILLAND **TERESA WRIGHT**

"The Imperfect Lady"

with

SIR CEDRIC HARDWICKE • **VIRGINIA FIELD**
REGINALD OWEN • **ANTHONY QUINN**
MELVILLE COOPER • Produced by KARL TUNBERG
Directed by LEWIS ALLEN • Screen Play by Karl Tunberg



ARMED GUARDS were arrested in 1946 after two strikers were killed in a battle between guards and pickets. Local jury declared them innocent. Police were questioning Roy Darley (left) after McNear's murder. McNear had fired him.



THE GRAVE OF A STRIKER killed in the gunfight stands on a hill overlooking T.P. & W. tracks. It is still banked with a wreath and fir boughs contributed by the unions. Second picket was buried in cemetery few miles away.



MOURNING PICKET LINE marched with bowed heads in front of T.P. & W.'s terminal after the fight. Police investigation uncovered the fact that strikers had guns at the scene too but found no evidence that they had used them.



The Chips Blazer Tuxedo will wear as well as it looks. It is a wind, slumbering sports fashion, developed with care and imagination to fit the lithe, graceful boyish figure. Men-tailored of colorful, enduring, 100% pure wool Vazel fabric...a recognized luxury in the world of woolens. Sizes 4 to 12. About \$16.50.



All notable stores.
Write for name of one nearest you.

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IN RCA VICTOR HISTORY**

This symbolizes the "Golden Throat"—RCA Victor's exclusive 3-Way Acoustical System. This thrilling development is explained technically in an illustrated booklet attached to RCA Victor instruments.

Twin Values...

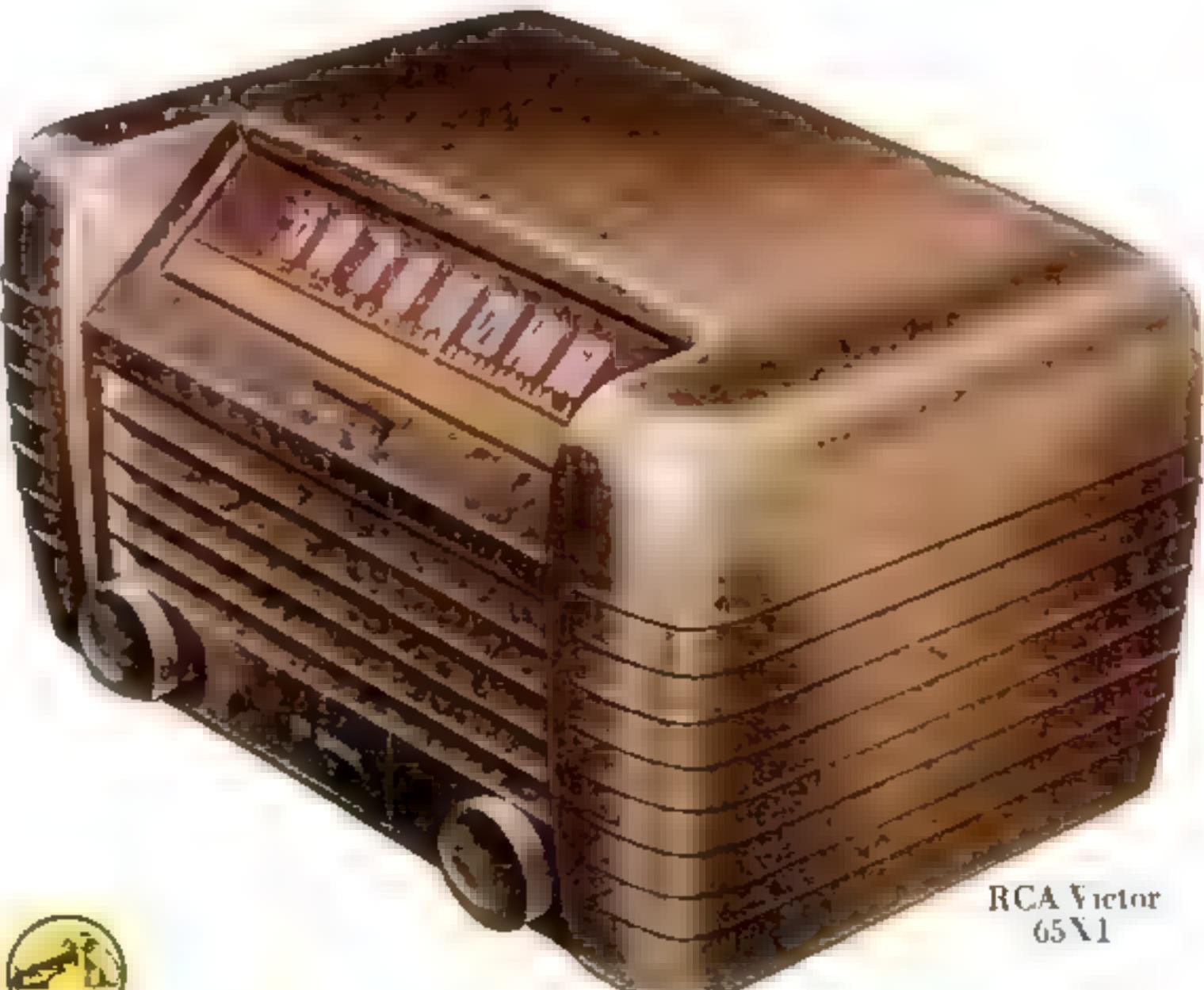
in beauty and performance...
the lowest priced radios with the

"Golden Throat!"

• Here's a hard-to-beat pair of aces! These beautifully designed table sets—less than twelve inches long—have RCA Victor's exclusive "Golden Throat" tone system! Plenty of volume, too, with automatic volume control . . . yet they're low in price! Extra-large Magic Loop antenna . . . no ground wire needed. The colorful, straight-line dial, big knobs, mean easy, accurate tuning.

Choose the smooth Antique Ivory-finish plastic cabinet for your bedside table . . . tuck it into a kitchen shelf and listen while you work . . . on the breakfast table, it takes little more space than a toaster! The neat, walnut-plastic cabinet is at home in modern or traditional living rooms. It's an ideal "extra" set for children's room, guest room or den.

These compact table sets are at your RCA Victor dealer's now... small in size and price, but full-toned star performers!



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Mothers! Here's an important new development in infant feeding

Swift & Company presents: *Meats for Babies - Meats for Juniors*



At last, body-building MEATS
are specially prepared—
strained for young babies,
diced for older babies
—ready to heat and serve!

In just 25 years the science of infant feeding has made tremendous strides. Today's baby is no longer fed milk exclusively. He gets a variety of vegetables, fruits and cereals at an early age—to nourish him better. Meat, of course, is a natural extension of baby's diet. Until now, the difficulty of preparing meat properly has kept it out of most babies' diets. But with specially prepared Swift's Meats for Babies and Juniors, it's easy to feed your baby a nutritious variety of 6 protein-rich meats: beef, lamb, pork, veal, liver and heart. They're all ready to heat and serve... come in either strained form for young babies or diced form for older babies.

Remember, Mother, babies grow so fast they need 3 to 4 times more protein, proportionately, than adults! Meat is one of our finest sources of complete, high-quality proteins (containing all the essential amino acids). In addition, meat furnishes baby with important B vitamins for sound development and iron that helps build good red blood.

Ask your doctor when to start your baby on Meats for Babies or Meats for Juniors. Your grocer has them now.

Strained Meats—for earlier meat-feeding
Swift's Strained Meats for Babies are of unbelievably fine texture—soft, smooth and moist—easy for baby to eat and digest. Developed in the Swift Research Laboratories to specifications recommended by doctors. Meats for Babies may be fed as soon as any of baby's other strained foods. They're made from selected, lean U. S. Government Inspected meats, trimmed carefully to remove fat at grazing and market. Cooked with approx. match two servings each.

Diced Meats—encourage chewing

Swift's Diced Meats for Juniors are tender pieces of meat that enter enough hardness to encourage chewing. Made with special care under laboratory controls. Meats for Juniors are also packed in vacuum sealed cans averaging two servings each. Swift's Strained and Swift's Diced Meats are a new meat texture—good morseling meat that helps build sturdy bodies.

We will gladly send you a FREE copy of the booklet "Meat in Your Baby's Diet." Simply write Swift & Company, Dept. B.F., Chicago 9, Ill.



SWIFT & COMPANY

Acceptance statements made in this advertisement are as follows: Accepted by the Council on Foods and Nutrition of the American Medical Association.

6 Strained - 6 Diced Meats

BEEF
VEAL

LAMB
LIVER

PORK
HEART



Ready to heat and serve!



JULIAN HUXLEY, WHO RESEMBLES HIS GRANDFATHER (PORTRAIT), HEADS UNESCO



ALDOUS HUXLEY, WHO IS ALMOST BLIND IN ONE EYE, IS WRITING NEW NOVEL

THE HUXLEY BROTHERS

Thomas' grandsons carry on family fame: Julian as atheistic head of UNESCO, Aldous as mystic novelist

When Julian Huxley was elected director general of the United Nations Educational, Scientific and Cultural Organization last December, he became for the first time in his prodigious career the most prominent living Huxley. In his boyhood he lived in the shadow of his grandfather, Thomas Henry Huxley, the British biologist who did more to spread the doctrines of evolution than Darwin himself. In his early manhood he was overshadowed by his younger brother Aldous, the author of *Point Counter Point* and *Brave New World*, whose satiric wit has been compared to that of Jonathan Swift. Now, while Julian has the official responsibility for preaching education, science and culture among all the people of all the United Nations, the once-brittle Aldous wields his own widening influence as a leader of the new religious-intellectual mystics.

The Huxley brothers are peculiarly the products of a British class and culture which has a tradition of fostering and forcing intellectual brilliance. The brothers' famous families are discussed on the following pages. On the Huxley side the family was steeped in science. On the Arnold side it was intensely literary. Julian followed science. When he was barely 7, at the luncheon table he challenged his grandfather's opinion that fish had no maternal instinct. "What about the stickleback, grandpater?" interrupted young Julian. His formidable grandfather, who had overlooked the stickleback, was silenced. In the years since then Julian has silenced many other people with his quick mind and encyclopedic fund of information. A biologist who has also been an essayist, an explorer, a radio "brain trust" and a zookeeper, he is impatient with minds that are not as brilliant as his own. At 59, he

is a tall, bespectacled, bony-faced scholar who looks placid but erupts in fits of temper or kinetic conversation. Some who know his temperament think him a risky choice for the UNESCO job. Others who know his thinking are more worried about his philosophy. A devout believer in the truths of natural science, Julian Huxley is an atheist. "Darwin," he wrote a few years ago, "... made it possible to dispense with the idea of God. For a justification of our moral code, we no longer have to have recourse to theological revelation. . . . Freud in combination with Darwin suffices." On the agenda of UNESCO, whose

main financial support is supposed to come from the U.S., Director General Huxley proposes, among other things, to attack illiteracy, reconcile the philosophies of communism and capitalism and promote the study of psychoanalysis.

Aldous Huxley, now 52, taller, quieter and shier than his older brother, has kept to a literary career which he practises in California. His early novels, *Antic Hay* (1923) and *Point Counter Point* (1928), were analyses of Britain's middle and upper classes in the years after the first World War. *Brave New World* (1932) was a scathing forecast of the soulless Utopia he felt the modern world was headed for. But beginning with *Eyeless in Gaza* (1936), a note of mysticism crept into his work. The note has since built up into a persistent theme as Aldous became converted to Hindu mysticism. Today Julian and Aldous Huxley represent two extremes of belief which modern intellectuals can reach. At one philosophic pole stands Julian the materialist, denying the need for religion or God. At the other pole stands Aldous the mystic, preaching the faith that all religions are as one and God is everywhere.



HUXLEYS posed for this family portrait in 1895: Thomas, his son Leonard, grandson Julian, aged 7.

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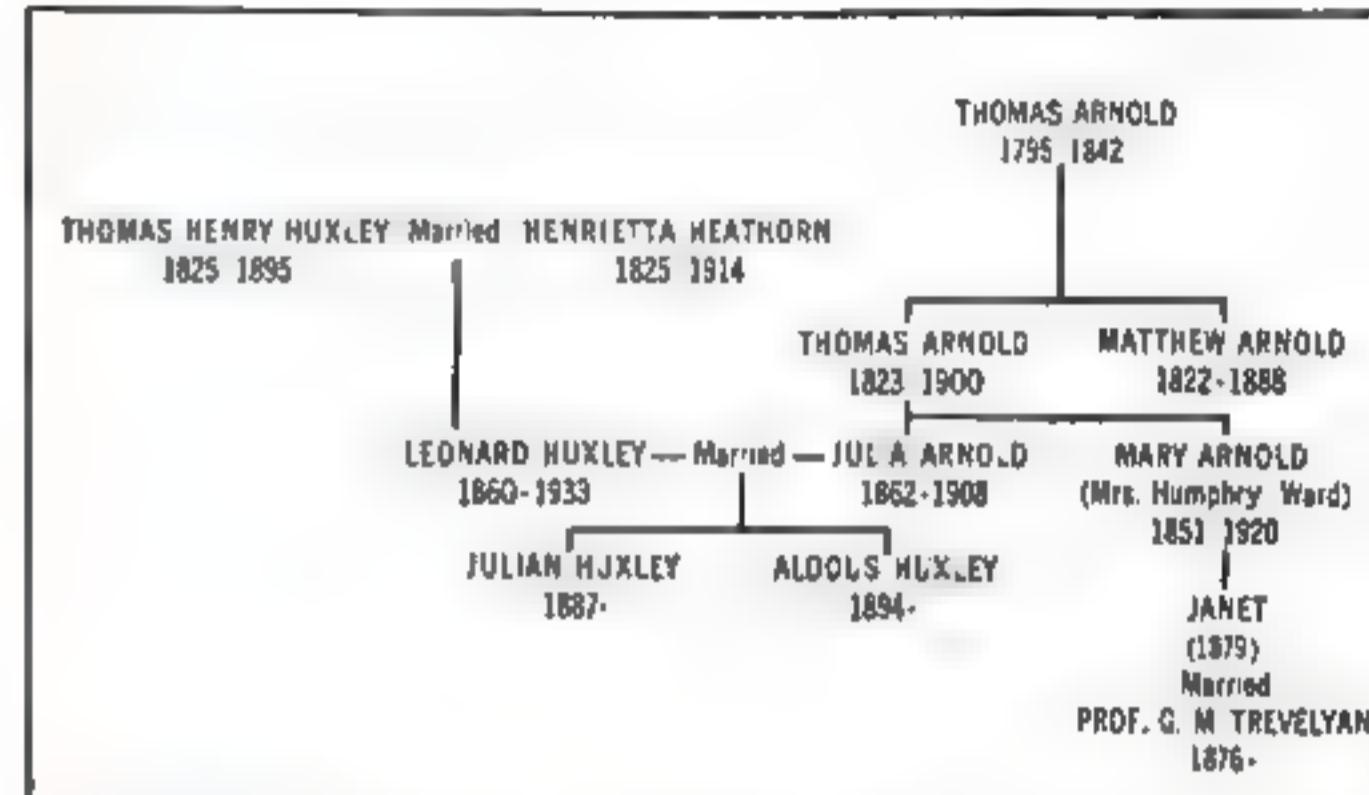
skin. For really perfect results use Barbasol and Barbasol Blades. **FOR TENDER SKIN.** The same beneficial Barbasol ingredients that tame tough whiskers also protect tender skins; never tighten or dry them. Better buy Barbasol today!



Huxley Brothers CONTINUED

GRANDFATHER WAS DARWIN'S BULLDOG

Julian and Aldous Huxley were brought up in an atmosphere of scientific revolution. Their grandfather, Thomas Huxley, was a naturalist and biologist and the great champion of Darwin's theory of evolution. When *Origin of Species* was published in 1859, he jumped to its support and, calling himself "Darwin's bulldog," fought off the attack on evolution so lustily that he became one of the great intellectual black sheep of his age. Today Thomas is remembered more for his defense of the theory than for his contribution to it, but it was he, not Darwin, who developed the thesis that human beings were descended from anthropoid stock. When Darwin hesitated before the storm that raged around their heads, Huxley, spoiling for a scrap, said, "I will stop at no point so long as clear reasoning will carry me further." Thomas' son Leonard, father of Julian and Aldous, was a gentleman who turned away from science to literature to become an essayist and editor.



FAMILY TREE of Julian and Aldous Huxley is shown here. Only better-known members of the Arnolds and Huxleys are given. Actually Thomas Huxley had eight children, Thomas Arnold, ten. George Trevelyan is famed historian.



THOMAS HUXLEY drew sketch of himself while a naval surgeon in Australia where a native painted his face.

MRS. HUXLEY met Thomas in Sydney, Australia in 1847, went to England eight years later, married him there.



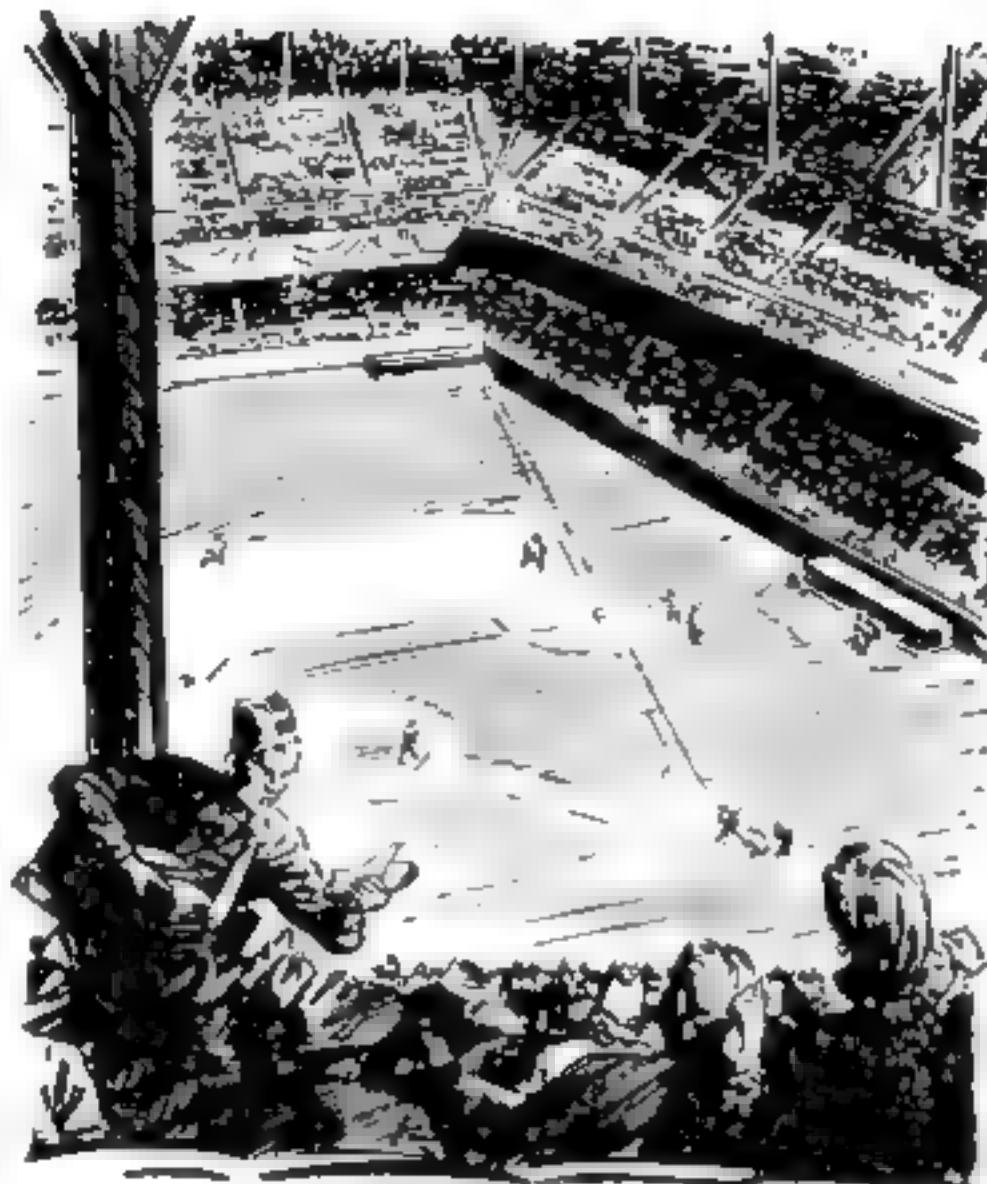
JULIA AND LEONARD HUXLEY (third and fourth from left) start off on cycling party while their sons Julian and Aldous watch from window. Leonard edited a literary magazine, wrote the definitive biography of his father.

CONTINUED ON PAGE 58

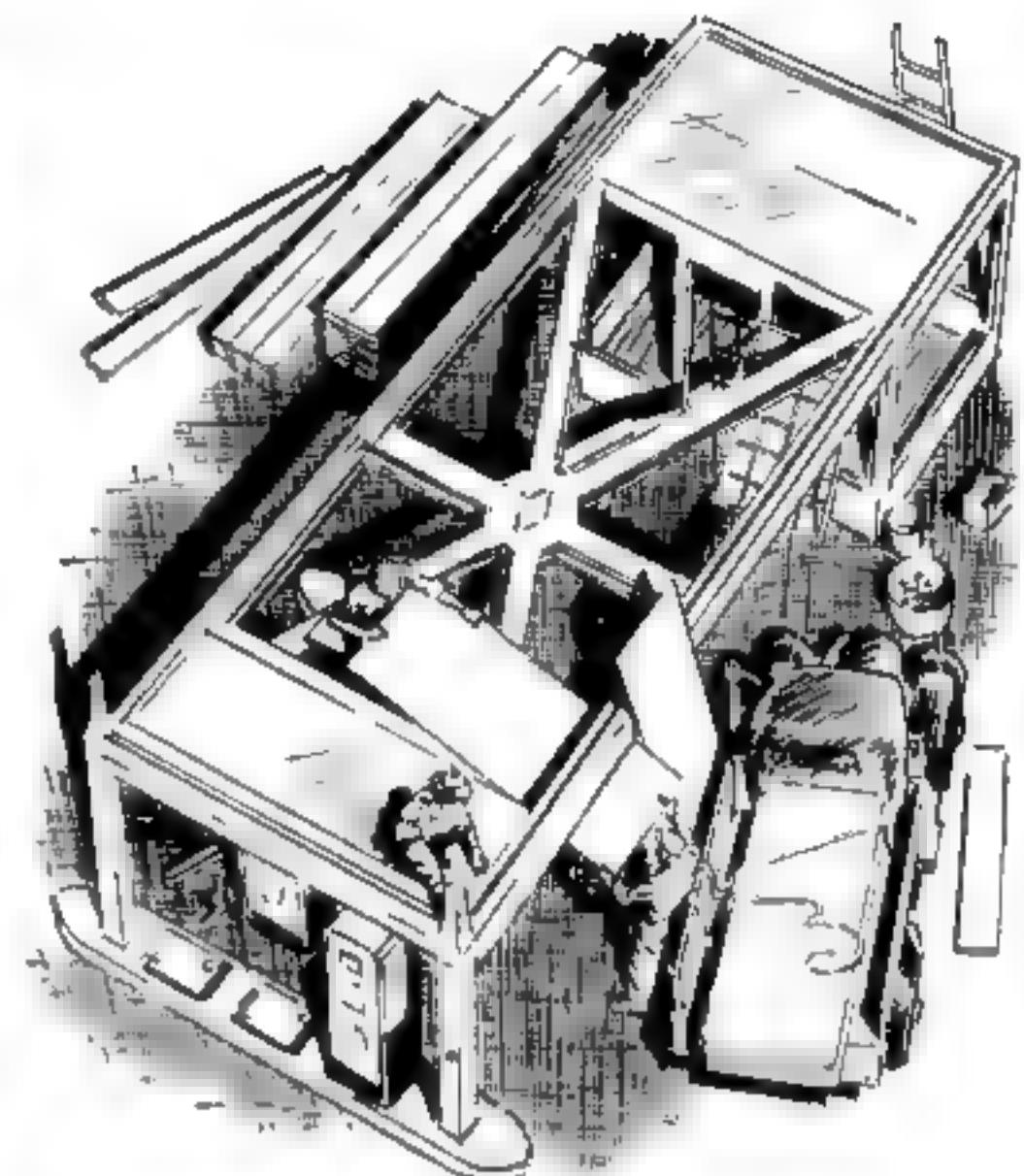
Net Profit \$253²⁶



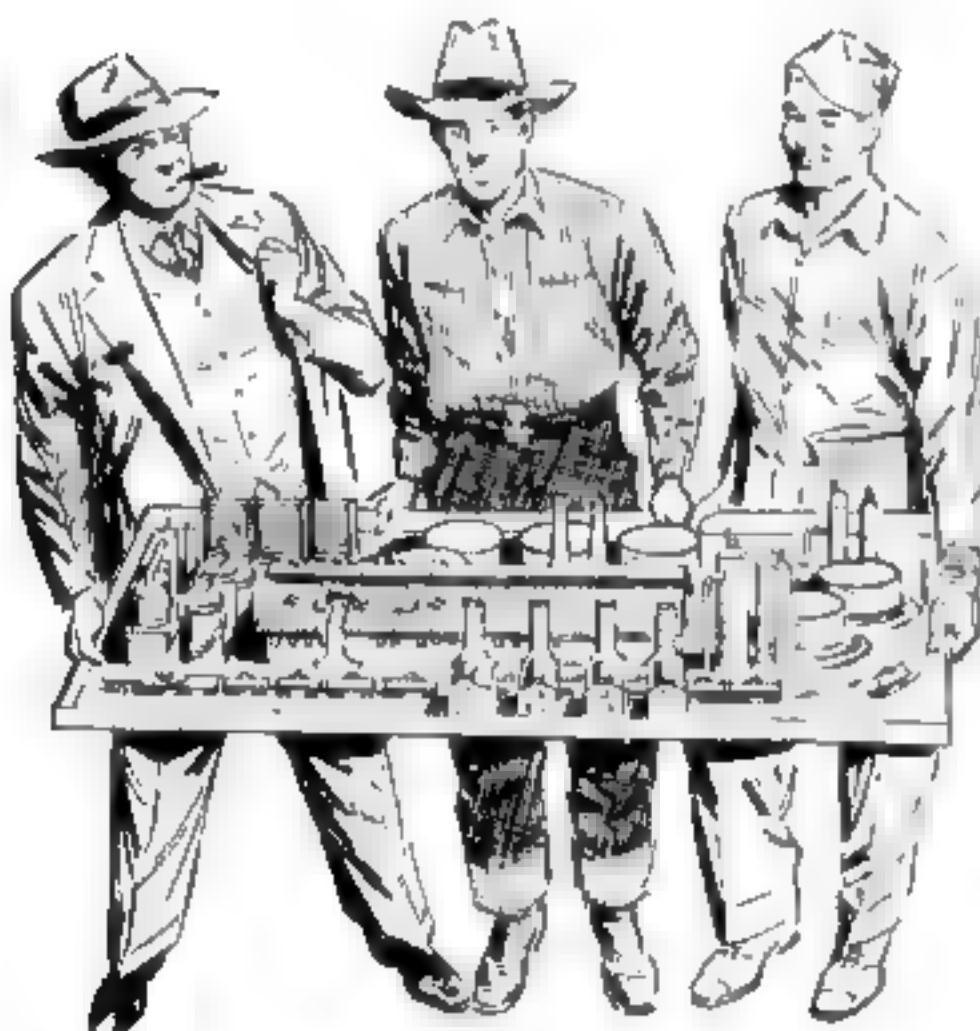
1. In 1946 the owners of Union Oil Company made a total net profit of \$8,867,023. Most of us will admit that almost 9 million dollars is a lot of money. But what many of us fail to consider is that those profit dollars were divided among a lot of people.



2. For Union Oil Company is owned not by 1 man or 2 but by 35,012 individual Americans—enough to fill a good-sized ball park. Divided among that many owners, the net profits actually averaged just \$253.26 per common shareholder.



3. Even this sum wasn't all paid out in dividends. \$4,200,753 was left in the business. So dividends paid out—money that actually went to the owners—averaged just \$133.28 per shareholder, or \$11.11 per month. Wages paid out, plus the cost of retirement and other benefit plans, averaged \$3,522.70 per employee, or \$293.56 per month.



4. In other words, while Union Oil Company looks pretty big from the standpoint of all its oil wells, refineries, service stations, etc., the company is actually owned—and the profits shared—by ordinary Americans like you and your neighbor next door. 70% of these owners live in the West.



5. There are 36 in Spokane, Washington; 10 in Grants Pass, Oregon; 177 in Bakersfield, California, etc. 2,150 are Union Oil employees. The average shareholder owns 133 shares—about \$2,900 worth on today's market. Some own less than this, some more; but the largest owns only about 1% of the total shares outstanding.



6. So it is not the investments of a few millionaires, but the combined savings of thousands of average citizens, that make Union Oil—and most American corporations—possible, and without some such method of providing the necessary tools, American mass production which is based on *free competition* could never have been accomplished.

**UNION OIL COMPANY
OF CALIFORNIA**

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif.

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE

Huxley Brothers CONTINUED

ARNOLDS WERE SCHOLARS AND POETS

The scientific bent which their grandfather bequeathed to Julian and Aldous Huxley was neatly balanced by the influence of their mother's family. Julia Huxley's grandfather was Thomas Arnold, the stern theologian who, as headmaster of Rugby in the early 1800s, changed the entire pattern of English public schools. Julia's uncle was Matthew Arnold, the poet to whom the world was "a darkling plain . . . where ignorant armies clash by night." Most literary Arnold of Julia's generation was her sister, the popular and prolific Victorian novelist, Mrs. Humphry Ward, whose home was a stopping place for the literary great.



REV. THOMAS ARNOLD, famed Rugby headmaster and educational reformer, liberalized curriculum.



MATTHEW ARNOLD, poet and critic, fought against narrow-mindedness, self-complacency and vulgarity.



THREE ARNOLD GIRLS pose with their mother, Mrs. Thomas Arnold, for Lewis Carroll, author of *Alice in Wonderland*, who was an indefatigable photographer. Julia (on floor) was one of Carroll's favorite teatime companions.

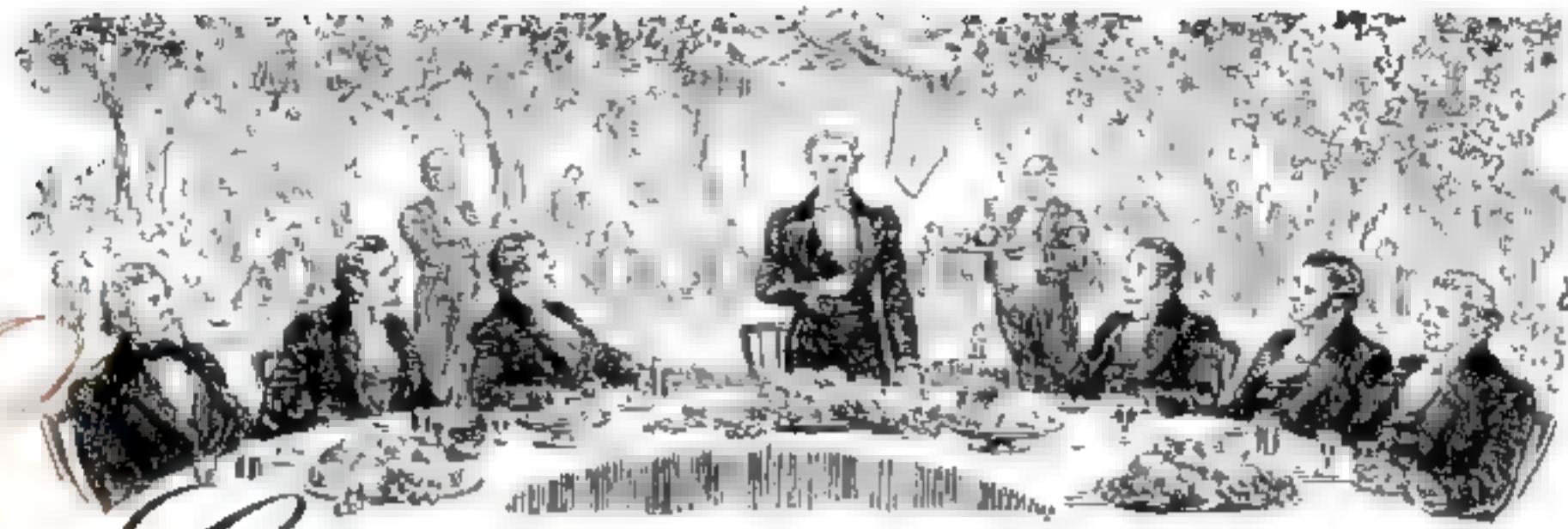


MRS. HUMPHRY WARD AND HENRY JAMES, the American novelist, stroll in garden of her Hertfordshire home. A character in one of Mrs. Ward's novels, *David Grieve*, was modeled on her precocious nephew Julian.



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Col. Crow began to distill his whiskey
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PRE-TESTED Poll-Parrot Shoes for Boys and Girls

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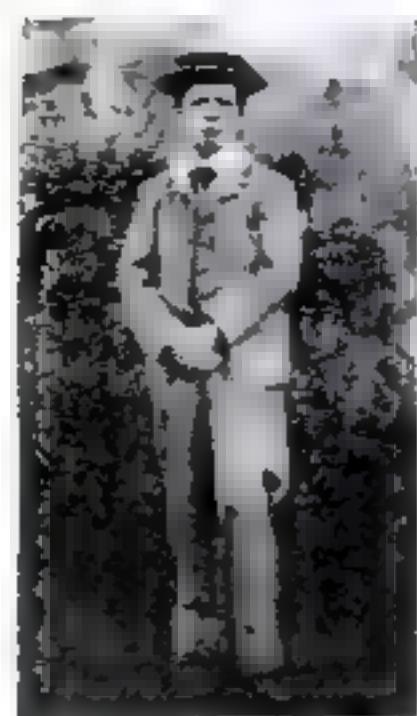


Poll Parrot

Pre-Tested Shoes for Boys and Girls

ALSO STAR BRAND SHOES

Huxley Brothers CONTINUED



AT ETON Julian wore traditional garb, was an outstanding student.



ETON WALL GAME, a rough-and-tumble sport which Etonians have kept up for decades (LIFE, Dec. 16), was played by Julian (standing, far right). He was a crack athlete all through school, won his "blue" at Oxford as a high jumper.



IN AFRICA, where Julian Huxley went on education-commission tour in 1944, he visits with tiny natives.



AT HOME in Hampstead, Julian chats with his wife, a French Swiss. She did the woodcarving on mantel.



IN LONDON ZOO, of which he was director for seven years, Julian visits with monkey. He introduced such exhibits as revolving gorilla cages and a studio for animal-life sketching, lost the job in a clash with zoo directors.

JULIAN HAS BECOME A BRILLIANT BIOLOGIST

Julian Huxley had literary ambitions as a boy but turned from them to science. He has published 30 books, including one volume of poetry, several volumes on Darwinism, a collaboration with H. G. Wells and his son (*The Science of Life*) and a provocative book of philosophic essays called *On Living in a Revolution*. A brilliant biologist, he has taught at Rice Institute in Texas, at Oxford and at Kings College, London. He will serve as UNESCO head for two years.

CONTINUED ON PAGE 80

Only the new

Sunbeam SHAVEMASTER

has this UNBEATABLE COMBINATION*



* BIGGER SINGLE HEAD with CONTINUOUS-SHAVING-SURFACE

Until you've used the new 1947 Sunbeam Shavemaster, you have no idea of the fast, smooth, close-shaving comfort it can give you. That's because it combines in one bigger SINGLE head greater shaving-surface and higher cutter-speed than ever before. Sunbeam's exclusive bigger SINGLE head has a continuous-round surface that makes it smooth and comfortable on the face. There are no gaps between heads that do no work. Your whiskers can't escape the hundreds of holes that screen its smooth, oval surface. Instead of gathering your whiskers into slots and clipping them off, the Sunbeam picks up each whisker and shaves it instantly. You get faster, smoother shaves because the single cutter speeds over-and-back in half-circle oscillations with 6 times greater velocity than other shavers. In addition, the head has a greater number of shaving-edges for greater whisker pick-up. Only the patented Sunbeam shaving principle makes possible this bigger SINGLE head with continuous-shaving-surface.

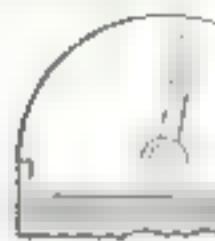
* POWERFUL BRUSH-TYPE SELF-STARTING MOTOR

Contrast the *real power plant* of the Sunbeam Shavemaster with the contact-type mechanisms of other shavers. Only this Sunbeam self-starting, series-wound, brush-type ac-dc motor makes possible its greater power and dependability. Over a million Shavemaster owners know it for its lasting, unbeatable performance. You get all that proved ability to "stand the gaff" in the new Model S Shavemaster motor.

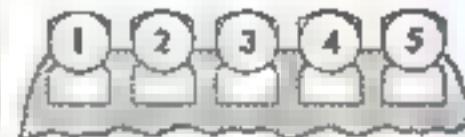
Why ONE Bigger Single Head is better than
a multiplicity of small heads



1946 Shavemaster
Model R
Contrast the size of
the head with that
of the big new 1947
Model S shown at
the right.



1947 Shavemaster
Model S
Greater shaving sur-
face and cutter
speed make the new
Model S over 30%
Faster... Smoother.



Multiple-Head Type
Even with 1 of these cliper-
heads this type does not equal
the number of shaving
actions per sq. in. of face,
or the cutter speed of the Sun-
beam Bigger Single Head.

Once you have compared the new Sunbeam Shavemaster with all others, you, too, will agree that its bigger SINGLE head and real power plant is the UNBEATABLE COMBINATION. Though production is at a high level the demand still exceeds the supply, so we suggest you place your order with your dealer now. \$22.50.

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SMOOTH
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I wore my ALLIGATOR
219 days last year!



I wore it in drizzles

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A man doesn't realize how often he wears his Alligator unless he figures it out, like I did. An Alligator comes in handy on almost any kind of a day . . . designed for special service in drizzles, downpours, chill or dust. The style is right . . . the tailoring is right . . . the price is right. Yes, the whole coat is right . . . because it's Alligator! The Alligator Company, St. Louis, New York, Los Angeles.

BETTER DEALERS FEATURE:

ALLIGATOR

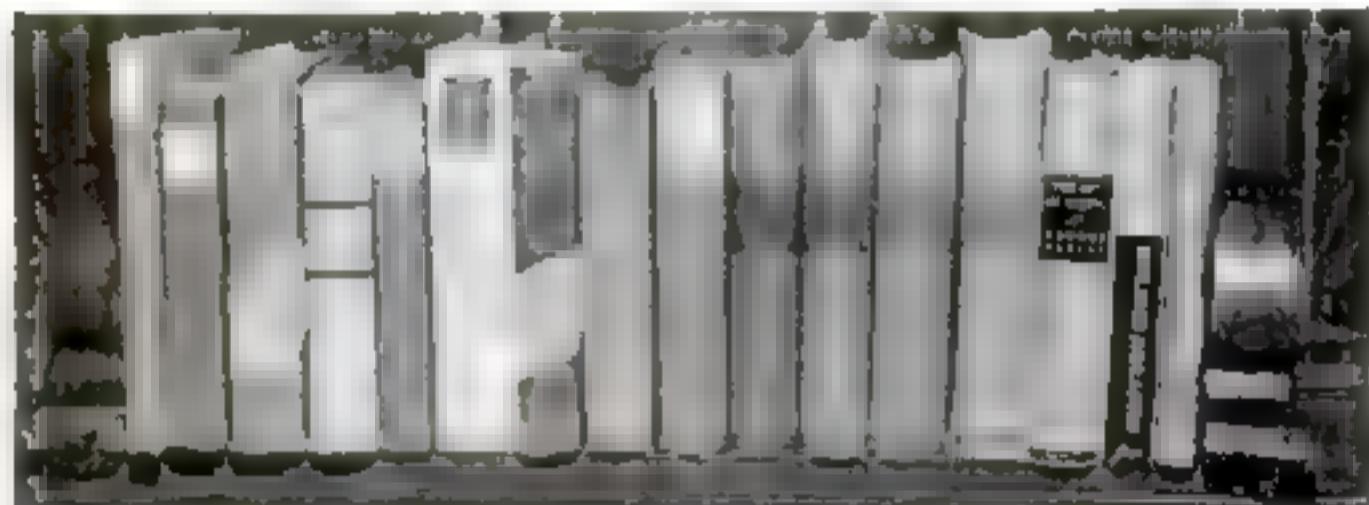
Rainwear

because . . . IT'S SURE TO RAIN!

Huxley Brothers CONTINUED



ALDOUS, aged 4, posed in bathing suit before a photographer's painted backdrop with a bucket and spade.



LITERARY OUTPUT of Aldous Huxley includes more than 30 volumes. Shown above are the most important, from such early satirical novels as *Crome Yellow* and *Antic Hay* to recent metaphysical work, *The Perennial Philosophy*.



ALDOUS AT 30 had already published three scathing books which satirized England's "lost generation."



MRS. HUXLEY, Belgian who moved to England during World War I, married Aldous in 1919. They have a son.



A MYSTIC IN CALIFORNIA, Aldous Huxley (center) is a follower of Vedanta. With Christopher Isherwood (right) he studies that Hindu mysticism with Swami Prabhavananda, who presides over a Los Angeles Vedanta temple.

**SATIRIST ALDOUS
TURNS PHILOSOPHER**

Like Julian, Novelist Aldous originally planned to be a scientist. He wanted to become a doctor but when he was 16 at Eton he became almost blind and had to give up his medical studies. He took a degree in literature at Oxford, reading with the aid of a magnifying glass. He has since produced novels and essays at the rate of almost one a year. Today Aldous lives near Los Angeles and, between writing books and studying mystic religions, does scenarios for movies.

6 times stronger than metal!

Firestone
*Velon**

PLASTIC SCREENING

Here's one screening that resists the bang of bicycle bars, the smack of a baseball, or the sharp claws of an impatient puppy . . . *Velon tinted screening!* This miracle material is six times stronger than metal! Yet unlike metal, *Velon* never rusts, bleeds or needs protective paint. Weather can't rot it . . . and its appealing color is fadeproof. Dirt, dust and grime wash right off its smooth surface. No wonder fine homes are screened with *Velon* . . . it is a magic material with countless advantages . . . with countless other forms and uses, too. Here are just a few of them:

Velon fabrics wipe clean with a flick of a damp cloth; keep color-fresh, trim and new-looking . . . with years of use and abuse!

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Leather-like Velon looks like leather, feels like leather, but wears even better. Doesn't crack or scuff . . . never needs a shine! Look for the magic of *Velon* in leading stores.

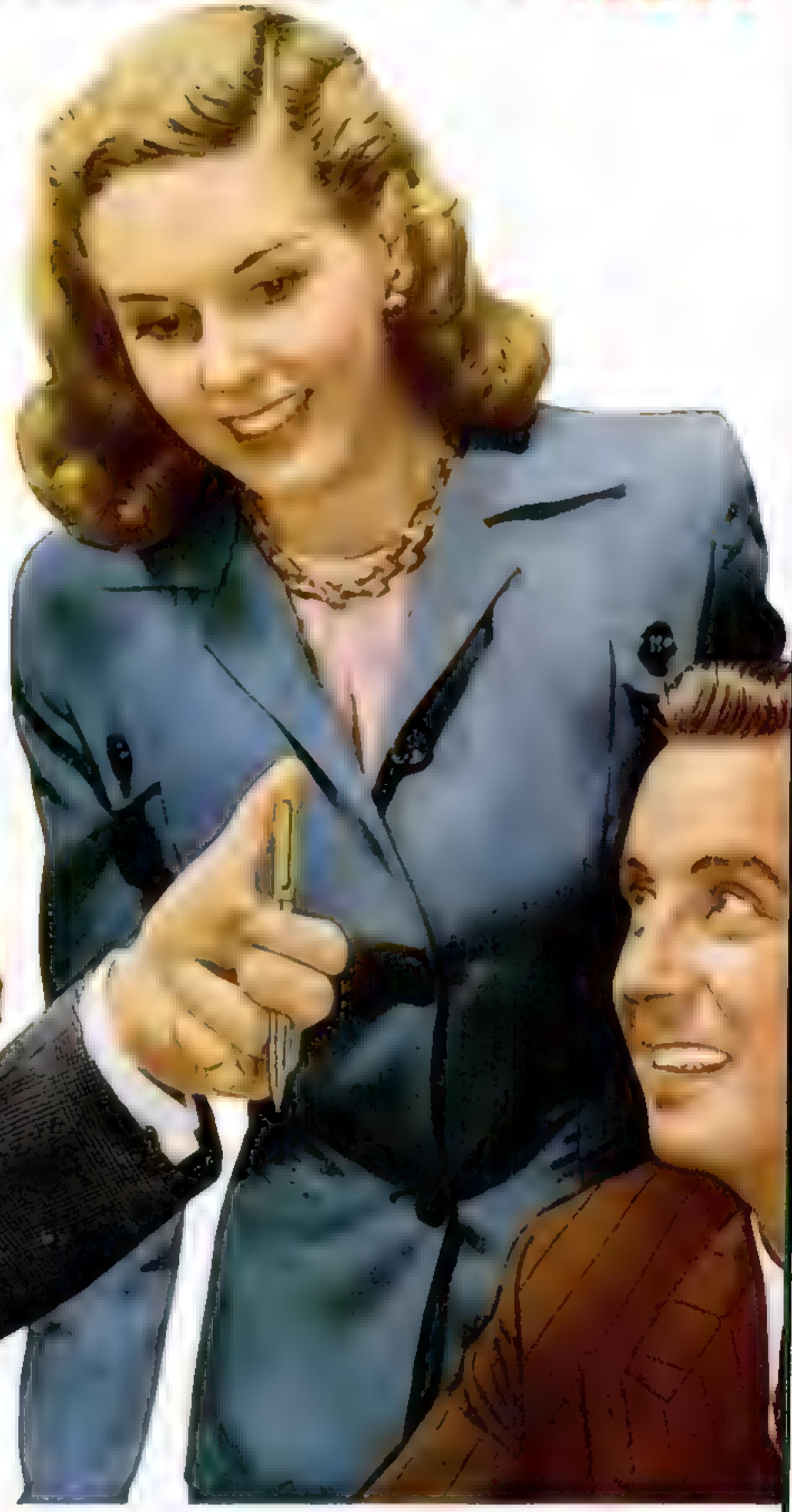
* TRADE MARK



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Ask your dealer to show you his line of EVERSHARP CA* Repeater Pens, ranging in price from \$12.50 to \$100. Let him dismantle any one of them and let him show you the new CA* Reload Cartridge. Regardless of the price of the EVERSHARP CA* you select, the cartridge is exactly the same—trustworthy always.

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- Equal to, or better than, any bottled permanent inks.
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**EVERSHARP CA^{*}
REPEATER PEN**
\$12.50

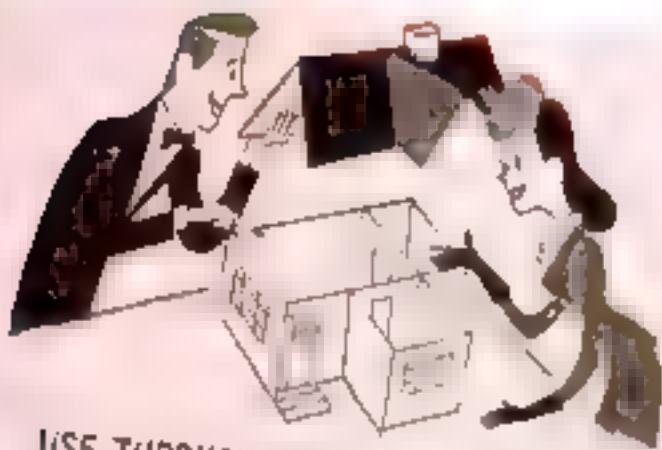
NEW STYLE NOTE: Striking combination of 10-karat gold-filled top with satin finish stainless steel barrel. A Raymond Loewy design.

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Make your Spring Housecleaning easy with
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NO RUBBING—dries in 20 minutes to a rich, long-lasting luster.



HIGHER GLOSS due to the addition of a new plastic in the formula.



ONLY LIGHT MOPPING needed to take up fluids and greases without damage to floor.



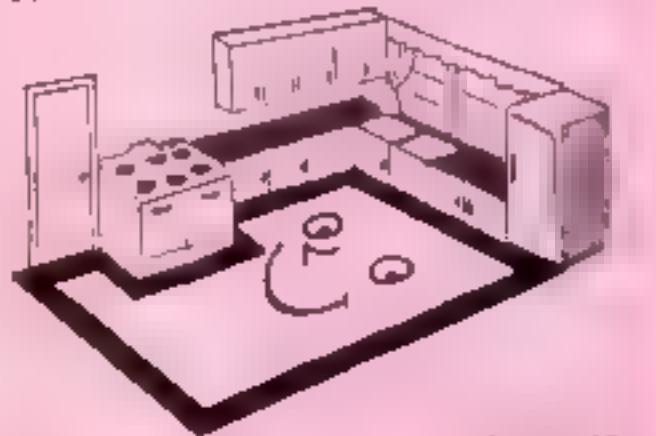
WATER RESISTANT—bathroom, kitchen and hallway floors are easy to keep clean.



EXTENDS LIFE OF FLOOR—tough wax film protects all types of floors against wear.



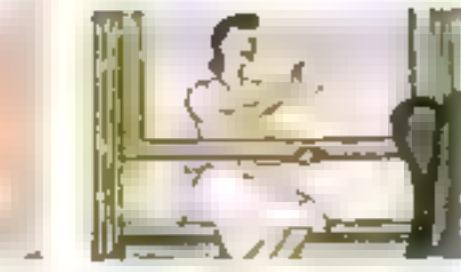
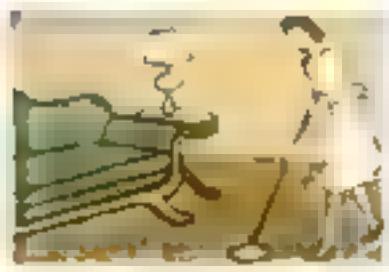
LESS SLIPPERY—a special resin is used to protect against slipperiness.



PROTECTS NATURAL COLOR—will prolong life of original color and beauty of floor.



Get the same work-saving, beautifying results with all these



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For those who prefer a bulging type wax, Tavern Liquid and Paste Waxes give most durable kind of all wax protection.

Tavern Furniture Gloss removes grease and dirt from tables and other furniture . . . leaves a rich gloss, will not draw dust.

Don't repaint until you have to. Use Tavern Paint Cleaner to renew and brighten painted walls and woodwork.

For glass surfaces—windows, mirrors, tabletops—Tavern Window Cleaner takes a lot of the drudgery out of housecleaning.

Developed by the Famous Socony-Vacuum Research Laboratories

The House of Dior

"AMOUR," COCKTAIL DRESS TRIMMED WITH PINK SILK ROSES, WAS A BUYERS' FAVORITE

New French designer is surprise success at first showing

Last month French fashion got a much-needed shot in the arm. Making his first appearance as an independent *couturier*, a middle-aged ex-art dealer named Christian Dior brought out a collection of 94 evening gowns, dresses and suits which sent buyers racing to the fitting rooms to get their orders in first, even before the show was over. For everyone but Dior business had been bad in Paris. American buyers admired much but bought little. Because of the high cost of their originals as compared to American ones, French designers were having a hard time recapturing the U.S. market lost during the war. Upon seeing Dior's collection, however, an American oracle remarked, "God help

the buyers who bought before they saw this. It changes everything."

Actually Dior's ideas are not so revolutionary. According to James Laver, costume authority of the Victoria and Albert Museum in England, "No fashion is ever successful unless it can be used as an instrument of seduction." Christian Dior's designs are all founded on that premise. His "Figure 8" and "Inverted Flower" silhouettes are both designed to show off the womanly woman and this philosophy, executed with good materials and careful workmanship, seems to assure Dior a secure place in the fashion hierarchy. Reverently one enthusiast declared, "Dior has saved the season!"





INVERTED FLOWER

A lover of nature, Dior chose as one of the two main themes upon which he based his first collection the Inverted Flower. In the evening gown above the top flare represents the calyx, the green cup out of which spread the petals of the flower. The second flare is a wide pleated skirt representing the petals. This double fullness makes the waist seem smaller.



STREET DRESS, shown by Seine River across from Notre Dame, has loose jacket, matching hat.



"BONHEUR," a blue taffeta dinner dress, is an Inverted Flower design. Like all Dior models, Tania

(above) is tall and too thin. M. Dior instructs his commissary to feed the girls second helpings of potatoes.



FILMY ORGANZA over a pink slip creates ethereal formal dress. Dior has models wear their hair

"Dior style" in curls piled on top of their heads, favors three strands of pearls around their necks.



FIGURE

8

Dior likes rounded busts, nipped-in waists, curved hips. He calls this silhouette the Figure 8 and his dresses emphasize it. To reduce the waist even further mannequins wear a short corset which takes two inches off their waists. "Amour," shown above and on page 65, has a detachable bolero, removed on formal occasions to reveal bare shoulders and back.



PURE SILK DRESS has draped *derrière* achieved by scarf across back. Linen cape goes with dress.

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Whiskey of its
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MOST EXTRAVAGANT COSTUME is a black satin skirt with beige linen jacket. The jacket is embroidered in gold with diamond and topaz stones.



PETAL-SHAPED PICTURE MAT in transparent black mouseline adds glamour to a plain black dress. Dior finds revealing, off-the-face hats flattering.



Red Heart Dog Food is back in cans!

In 3 Famous Flavors: Beef, Fish and Cheese

GOOD NEWS... Red Heart *in cans* is back! And in those 3 famous flavors—beef, fish and cheese! Fed in rotation, this top quality dog food gives tempting variety and well rounded nutrition which results in sleek-coated, healthy dogs.

Shipments are being made as fast as possible from all three of our plants. Your grocer may have Red Heart now—if not, he will soon. So ask him for America's No. 1 Favorite . . . Red Heart 3-Flavor Dog Food . . . *now back in cans*.



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A man can't have too many sets by SWANK—handsome accessories that add a precise touch of distinction to his attire.

These are thoughtful gifts, tastefully assembled in design, and certain to win his approval and his thanks.



*Watch and pocket
chain and cuff
links \$12.50
Other SWANK brand
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WALKING IN THE WOODS is Christian Dior's main inspiration. Last fall he retired to the country. Surrounded by trees and flowers, he dreamed up beautiful dresses, drew them on odd bits of paper crumpled up in his pocket.

the world of fashion.....



at your feet

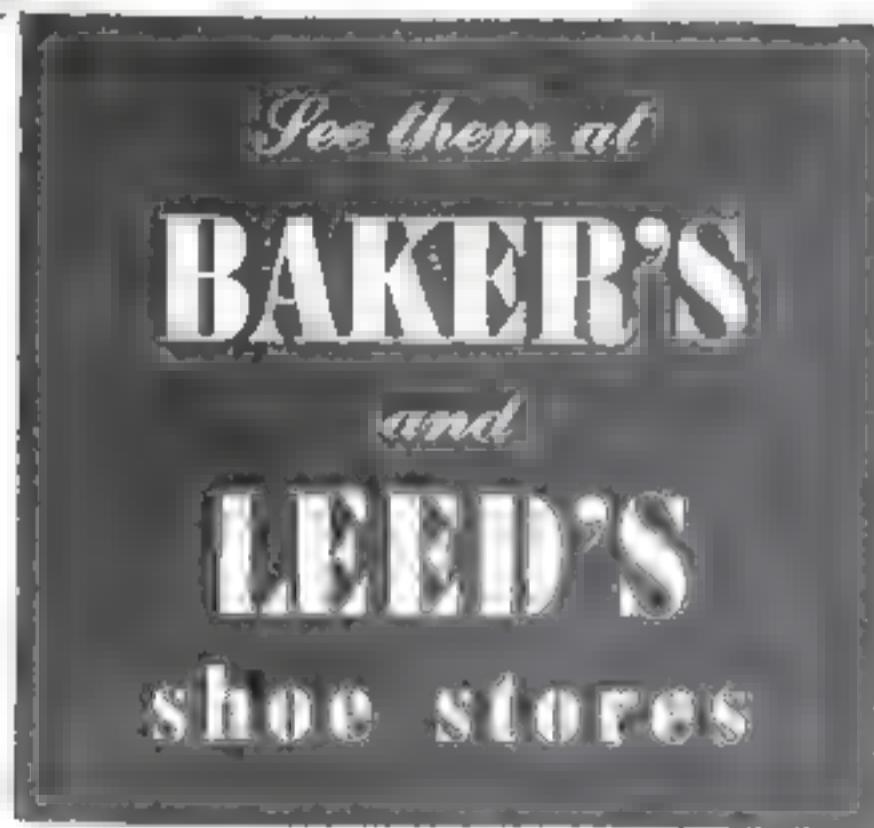
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QualiCraft shoes

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ABOVE \$5.99

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See Them This Week and Next at BAKER'S AND LEED'S SHOE STORES from Coast to Coast

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CONSTANCE AND HARMON HELMERICKS, ROBUST AFTER THEIR FIRST YEAR IN THE ARCTIC, HANG PART OF FUR CATCH TO DRY. HELMERICKS HAS LET HIS HAIR GROW LONG

BEYOND THE ARCTIC CIRCLE

COUPLE LIVES TWO YEARS IN WILDS OF ALASKA

Less than an hour after they had been married, Harmon and Constance Helmericks (above) were on their way out of Arizona and headed for Seward, Alaska. The newlyweds went north partly because they wanted to travel and were young enough (23) to live on a rawhide shoestring but mostly because, like generations of Americans before them, they longed for an adventure that only the wide-open north country could provide. But after living in the town of Seward they yearned for an even more primitive existence and headed for the complete wilderness. Armed with woolen clothes, tin plates, fish nets, an outboard motor, a tool kit, a tent and two cameras, they set off for a two-year camping trip in the frozen wilds of the Alaskan territory.

Although the Territory of Alaska is more than twice the size of Texas, only 90,000 people inhabit its 586,000 square miles. Today it is one of the hottest strategic areas in the world. But the Helmericks were mainly in-

terested in natural history, photography and the constant problem of keeping alive in a country which, although vastly rich in natural resources, is still treacherous and implacable. Even though they took \$2,500 worth of equipment with them, it was no easy camping trip. In a day-to-day existence they were compelled to fight the elements to keep alive. Temperatures dropped to 62° below zero and sometimes the wind groaned by their cabin at 70 miles an hour. Without the lessons they quickly learned from the Eskimos (p. 85), the Helmericks would not have survived. When they started home 26 months later, they had not only survived but had also documented their struggle against nature with the rare color pictures shown on the next 11 pages. Now the Helmericks are back in Arizona, paying the expenses (\$7,000) of their trip by writing a book about it (*We Live in the Arctic*; Little, Brown & Co.). But they are getting restless again. This summer they plan to go back to Alaska in their new airplane.



FIRST SUN (above) after the "Arctic night" in the Brooks Range appeared on Dec. 1 at noon. It quickly sank again in this rosy-red sunset. The colors in the sky were reflected from the ice on the Atma River, frozen many fivers deep.

WINTER FOG (below) came on cold, blue days when temperature dropped to 30° below zero even after sun returned. Air rising from the frozen river, warmer than atmosphere, condensed. But the cabin, insulated by thick snow, stayed warm.





HOMEMADE SKI SLEDS are used by Helmericks to carry the partly butchered carcass of a moose down the frozen Alatna River to their cabin. In winter, shallow sections of the river froze completely, damming up water which periodically

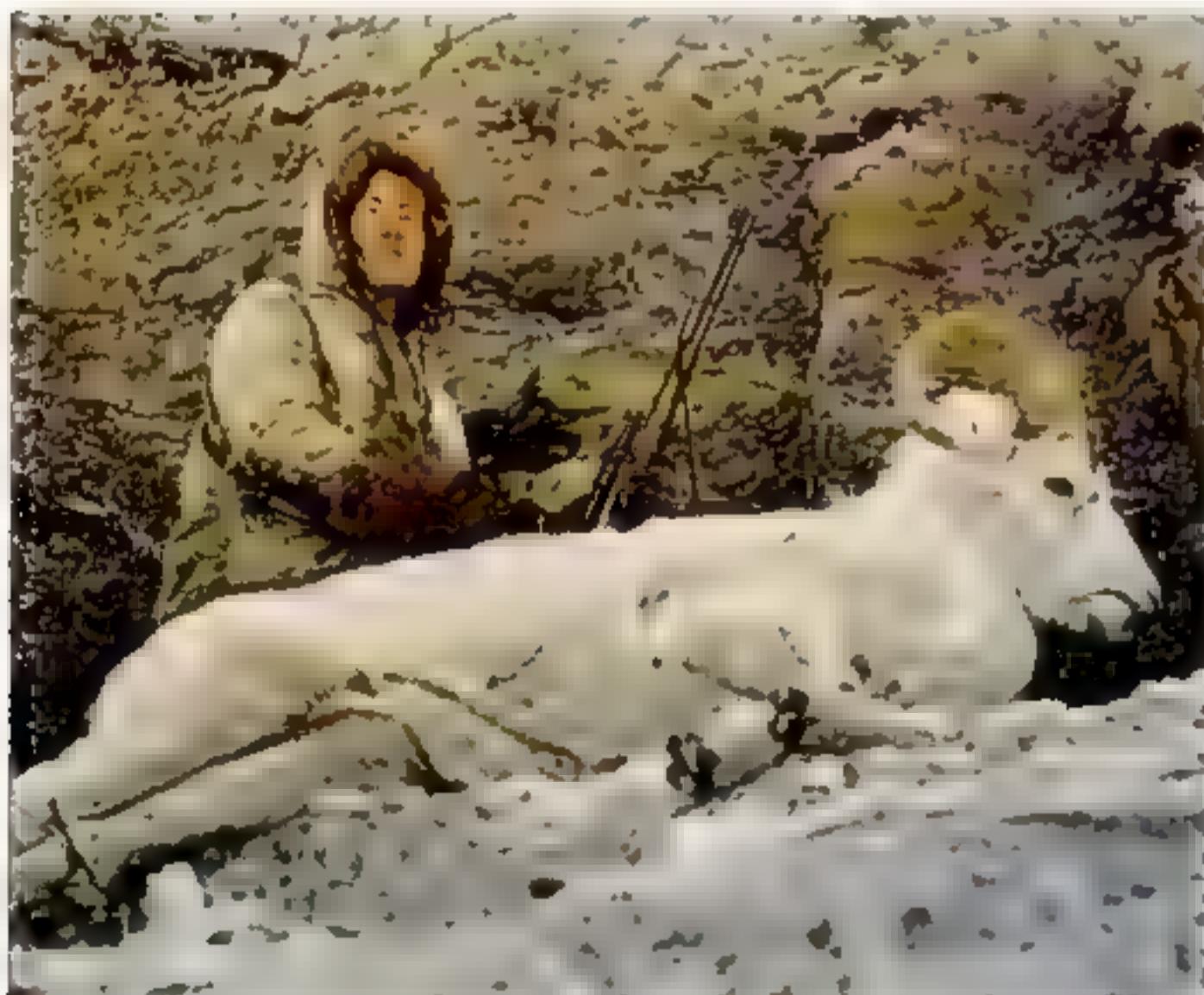
burst out, flowed over the ice and solidified on top of it. Successive layers of ice reached a thickness of 30 feet in some areas. This made travel easy on skis or in padded boots but it cut off the Helmericks' supply of fish, an important Arctic food.

THE FIRST YEAR

HELMERICKS LIVED NEAR THE ARCTIC CIRCLE IN THE REMOTE BROOKS RANGE

The soaring Brooks Range where the Helmericks spent their first year in Alaska is a vast, relatively unexplored mountain chain north of the Arctic Circle. The 500-mile-long range divides the timbered lower part of Alaska from the treeless wastes along the Arctic Ocean. To get there the Helmericks went by canoe up the Alatna River toward its headwaters. At a point 240 miles beyond the northernmost river village, they cached their canoe and built a cabin. There, for 12 months, they saw no other human being. In the long autumn twilight they became familiar with the ways of Arctic animals (below). Then in October the river froze to a depth

of 30 feet (above) and in November the sun sank below the horizon for three months. But the Helmericks had learned how to pack snow on their cabin roof for insulation and how to use animal skins to keep warm in the brutal cold. Although they lived almost entirely on meat, they ate both fat and lean, well-cooked and raw, and avoided the scurvy which plagued early explorers. It was fortunate that they learned these tricks of survival, because the nearest human help could not have started out for them until many months too late; and in the huge Alaskan wilderness only the scavenging crows and weasels would have known where to find their bodies.



DALL RAM, one of the continent's most majestic game animals, was killed by Mrs. Helmericks in Brooks Range. Mountain sheep are fast becoming scarce in Alaska, were ruthlessly killed by U.S. soldiers stationed there during the war.

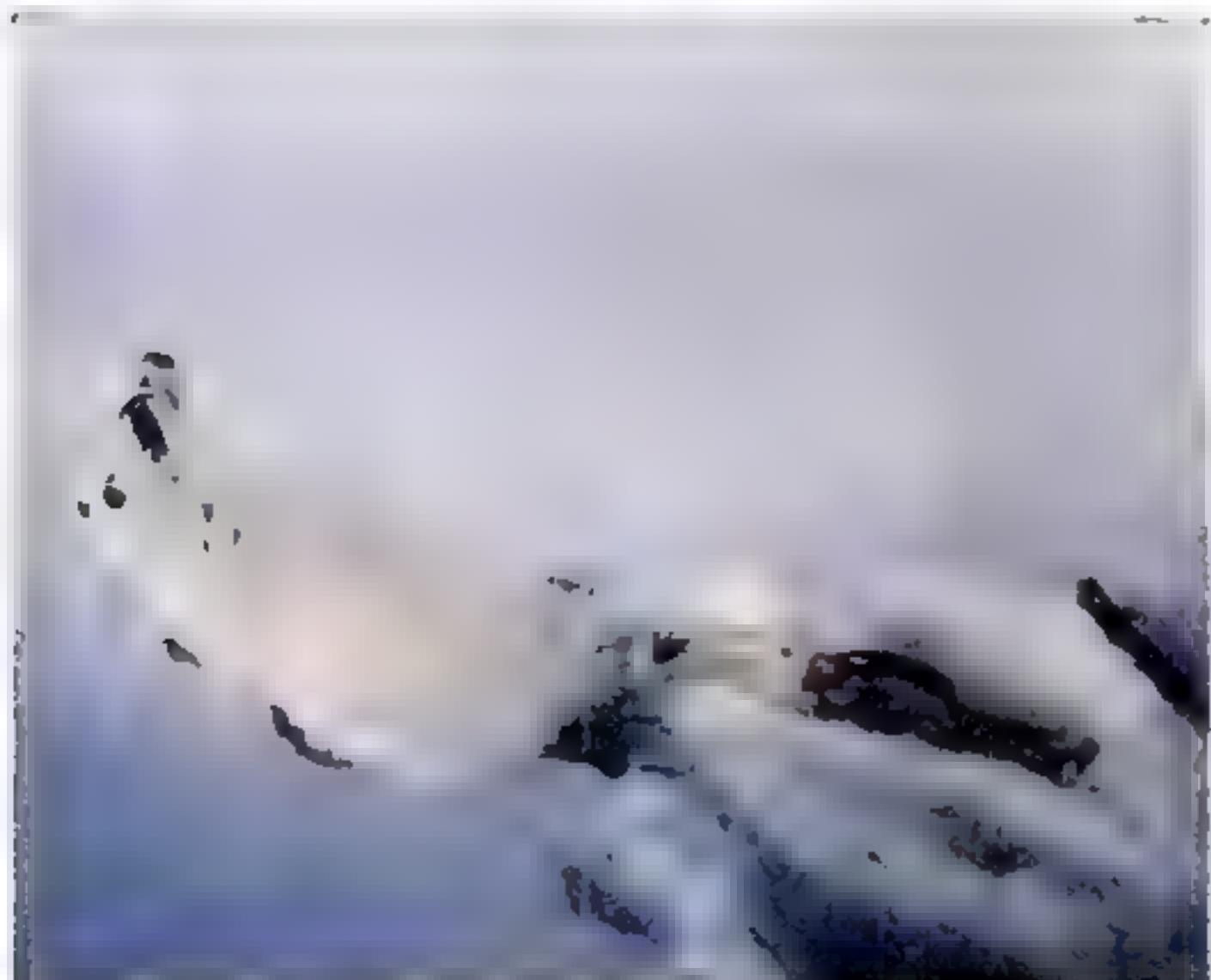


ERMINE, actually a weasel in white winter fur, prowled around the Helmericks' cabin stealing food. Ermines are worth between 50¢ and \$1.25 to Arctic trappers and are regarded as vicious, thieving pests. When alarmed, they emit a vile odor.



ARCTIC SPRUCES lean beneath weight of snow in the sheltered valley in the Brooks Range, where the Helmericks spent their first Alaskan winter. Dry atmosphere and lack of wind in this area made it seem almost warm although tem-

perature stayed below zero for four months. Here Mrs. Helmericks tracks path through powdery snow. In October these shadow-striped "days" lasted only three hours. Next month the sun disappeared altogether, but winter twilight remained.



SNOWSHOE RABBIT above is one of 63 the Helmericks trapped and ate before they found any larger game. The rabbit's large hind feet enable it to travel easily over deep, loose snow where most other animals would flounder helplessly.



WOLVERINE which blundered into a trap set for ermine is shot by Mrs. Helmericks, who used a special shell to avoid damaging the fur. A trapped wolverine is as vicious and dangerous as a trapped wolf and is greatly feared by hunters.

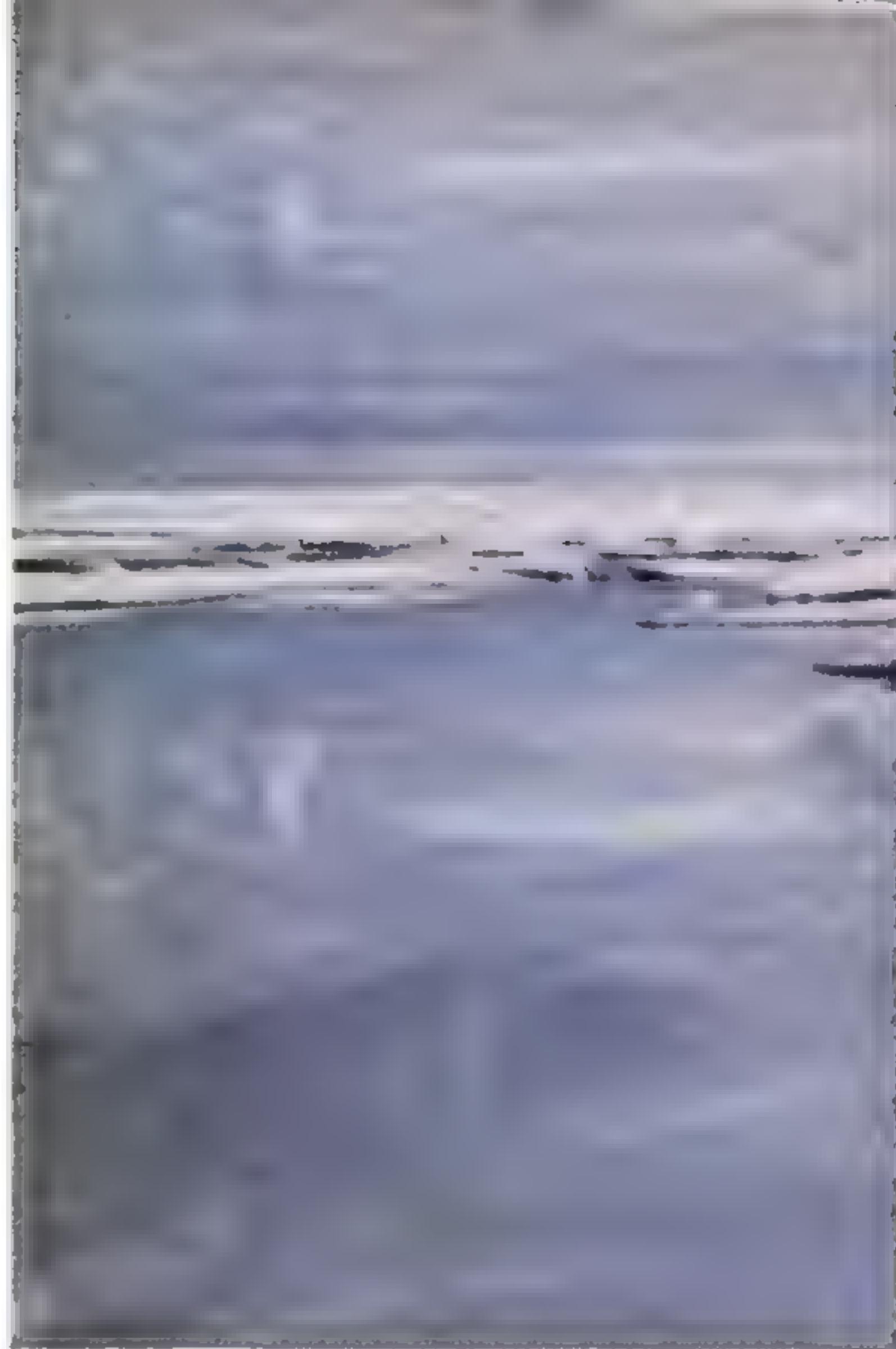
SECOND YEAR

THEY MOVED FAR UP TO ARCTIC SEA

As they started their second year in Alaska, the Helmericks felt they had succeeded so well in living below the Arctic divide that they could try a winter farther north. In June of 1945 they left their cabin in the Brooks Range and canoed down the Alatna River to Bettles, one of many villages that serve as bases for Alaska's air-transportation system. There they chartered a plane to take them northward across the Arctic divide. North of the Brooks Range they landed at Umiat, where U.S. Navy Seabees had built an airstrip. At Umiat the Helmericks refloated their canoe and followed the swollen Colville River north to the Arctic Ocean. From the Colville's mouth they traveled eastward in the ocean, keeping in the shelter of a fringe of low, sandy islands. Then near Beechey Point they found an Eskimo family (opposite page, below), part of the native population of only 200 which inhabits 45,000 square miles in northern Alaska.

The friendly Eskimos soon adopted the Helmericks and taught them how to survive comfortably in the most northern latitudes inhabited by man. Key to survival was the Eskimos' age-old knowledge of how to get food and fuel from the Arctic Ocean, vast stretches of which are frozen solid in winter and filled with icebergs and drifting floes in summer. The natives ranged more than 30 miles from land, escorting the Helmericks on *ugrug*-hunts in the ice, and teaching them how to find drinking water in old floes, which lose their salt after being frozen for a year. Although the Helmericks were now far north of the timberline, they cooked with driftwood fuel carried into the polar basin by rivers like the Colville.

With the coming of their second Alaskan winter the Helmericks had absorbed enough lore to live without hardship. But they made their one mistake by moving into the empty Beechey Point trading post when the temperature dropped 40° below zero. The old trading post was made of crates which had held supplies for early coast explorers and was the only permanent building in 45,000 vacant, snow-covered square miles. By one-room Eskimo standards it was a palace. But for the same reason it was impossible to heat, so the Helmericks moved back into an Eskimo hut covered with snow blocks. They had quickly learned the lesson that had not been understood by U.S. troops scattered in Arctic outposts all through the war. In Alaska in the winter, only Eskimos know how to keep warm.



THE ARCTIC OCEAN, which bounds northern Alaska, was first seen by the Helmericks from the mouth of the Colville River, where they immediately took this picture of it. Calm and almost tideless, the quiet Arctic sea is choked with



THE COLVILLE, believed to be Alaska's third largest river although still mostly unexplored, flows across 1,000 barren miles north of the timberline. Mrs. Helmericks was the first white woman to see it. In their trip north from the Brooks

Range to the Arctic Ocean, they followed the Colville. When they camped here, near mouth of the river in July, the temperature was 80° and the air boiled with mosquitoes which swarmed about Mr. Helmericks' head while he fished for dinner.



newly frozen young ice near the shore (above). Farther out to sea, beyond the ice pack shown here, are the towering icebergs and high ridges formed by the pressure of the ice. The ocean has an abundant sea life. Walruses, seals and polar bears

live on the ice, and the water contains millions of tons of shrimp and white shrimp. Many migratory birds, including ducks, geese and swans, spend the summer along the Arctic Ocean. The snowy owls and white ptarmigan stay through the winter.



ENTIRE POPULATION of a 500-square-mile tract along the Arctic Ocean was this Eskimo family. The Helmericks (left rear) found the natives friendly and intelligent. But Eskimos still use primitive utensils, have adopted little of white

man's culture except tobacco, coffee and calico, which they obtain on yearly trips to the Point Barrow trading post. Tall Eskimo (right) wears skirt over head as a protection against swarms of Arctic mosquitoes, which are huge and lousy.

CONTINUED ON NEXT PAGE



MIDSUMMER MIDNIGHT SUN, powerful enough to provide light for picture taken at 12:30 a.m., paints the faces of Beechey Point Eskimos, who have traveled out into the calm Arctic Ocean in a whaleboat to hunt *ugrige*, the giant bearded

seals which live in the ice pack (background). The sun's rays, striking these far northern latitudes at a tangent, are predominantly red because they have traveled through a wide belt of dusty, fog-laden atmosphere well filters out other



WHALEBOAT, treasured by Eskimo family that had got it many years ago from a wandering whaling vessel, is propelled by Helmreich's outboard motor. This made seal hunting expedition (top picture) easy, but it made the Eskimos uneasy



GROUNDED ICE FLOE, which came down from Arctic rivers and melted partially during summer, contains pools of fresh water. Nineteenth Century seal apatans, cruising the Arctic Ocean for whales, refilled their casks from similar pools.

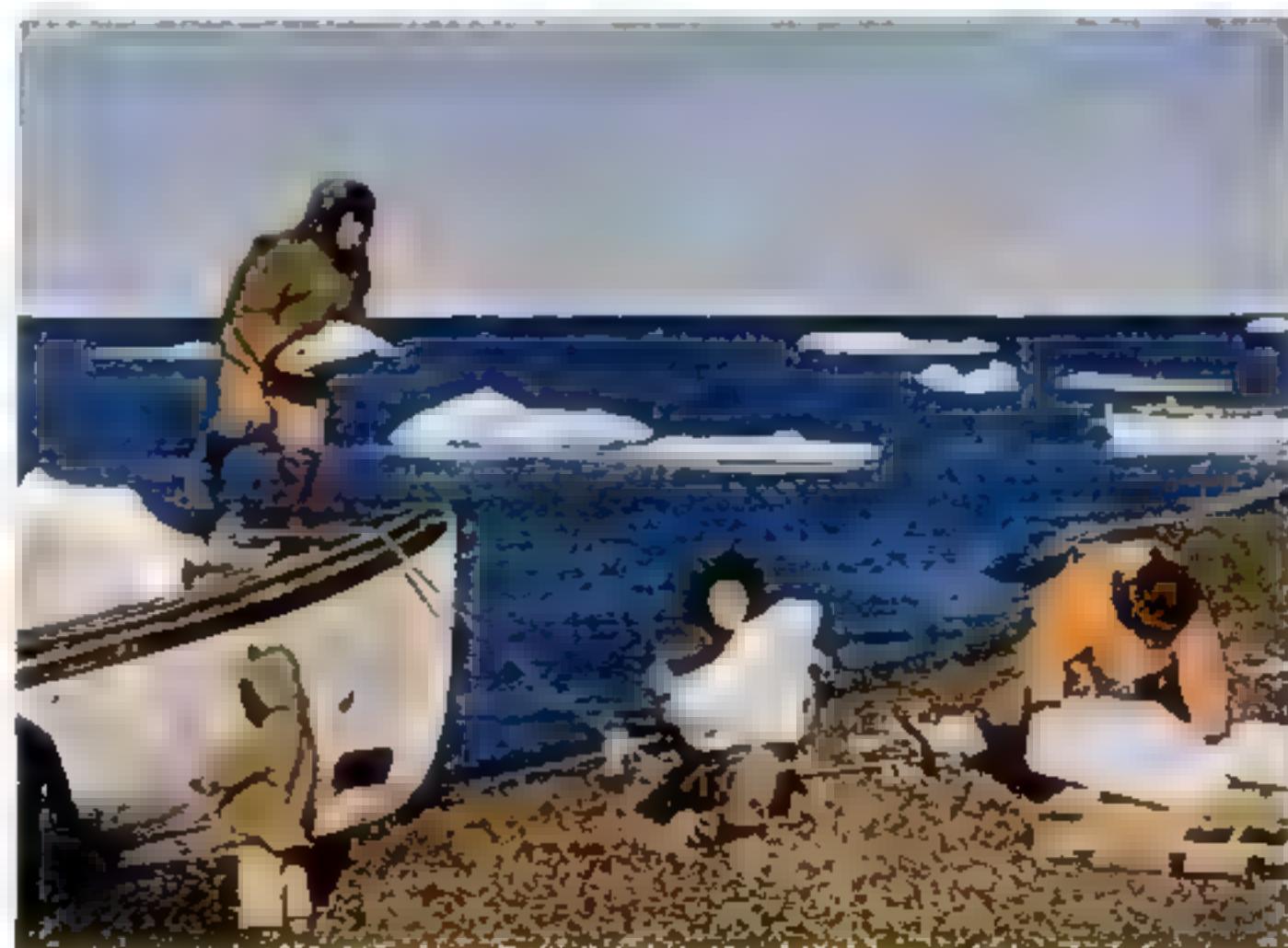


colors. Eskimos are forced to adapt themselves to long periods of darkness and eerie twilight and have lost any orthodox sense of time. They frequently hunt at midnight and sleep at noon, have no use for clocks or watches. Although the

Arctic Ocean has long been considered a frozen lido by dwellers in the Temperate Zone, it supplies Eskimos with most necessities of life, including a hunting ground (above), fuel (below, second from right) and drinking water (below, right).



DRIFTWOOD FUEL, carried into the polar basin by ravers, is gathered by Helmericks. Eskimos laugh at this forethought—solve their own heating problem in winter by burning wood close at hand, then moving on to a different campsite.



FRESH-WATER ICE, which has drifted out to sea, is collected by Eskimos at Barrow, who store it underground for future use as drinking water. Entire Eskimo families, including youngest children, work on these community projects.

CONTINUED ON NEXT PAGE



HELMERICKS' DOG TEAM trots home from last seal hunt in late June. Sea ice was already rotting by then and water opened completely short time later. The dogs pulled 700-pound sled 35 miles from land, wading through pools with great

care (above). Some pools were only a few inches deep, others were bottomless. Occasionally dogs stumbled in over their heads, were forced to swim through the ice water with the sled while Helmericks waded, searching for a safe passage.



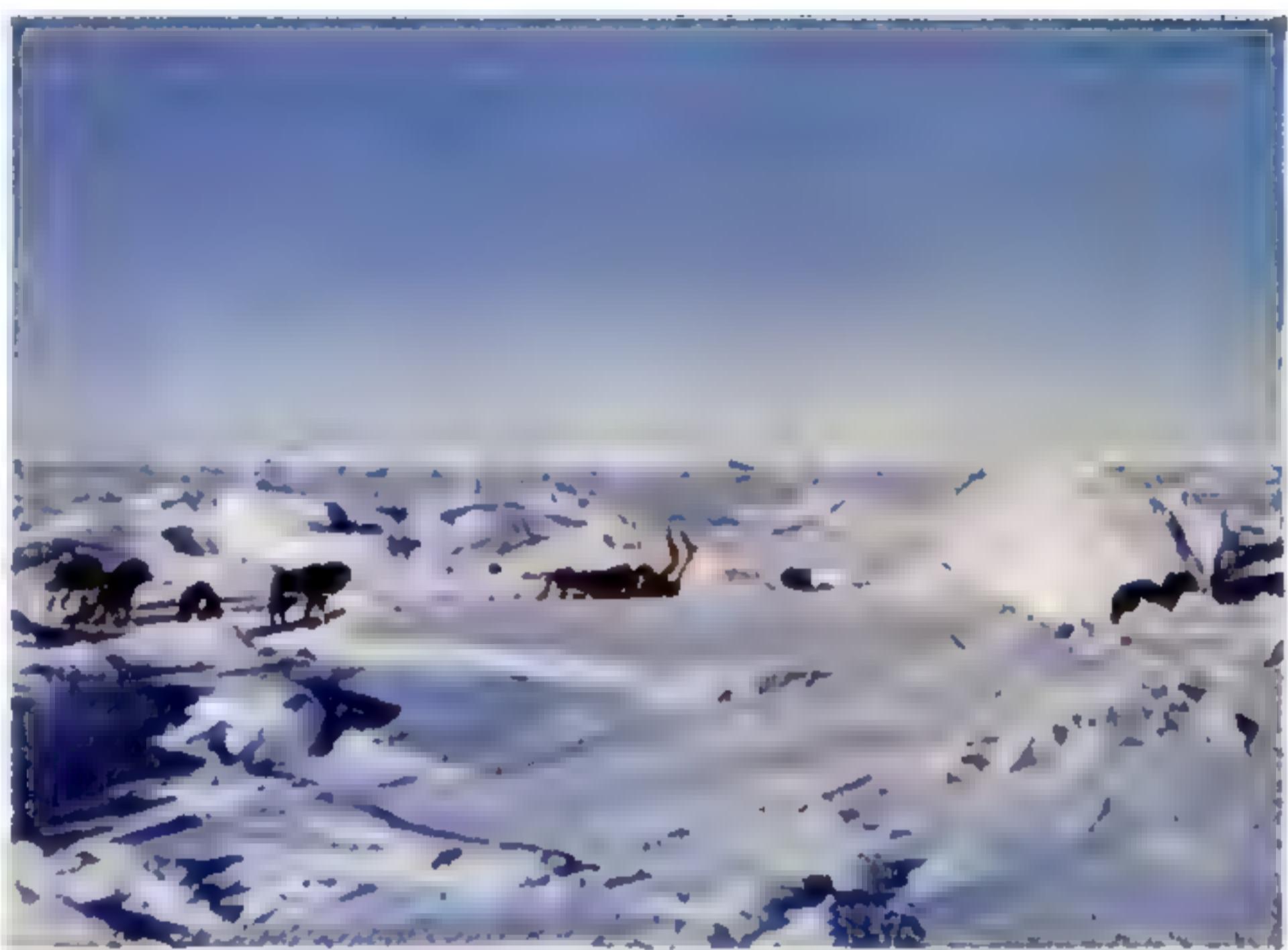
DRIFTWOOD CROSS marks small sandy island where Helmericks camped on seal hunt. Cross bears dates carved in 1886 and 1890, and was probably erected as a warning to ships by a whaling captain. Island is sometimes awash in storms.



AT 45° BELOW dogs sleep in snow-block windbreak on the island, noses thrust under tails as protection against the bitter cold. Full-grown sled dogs are seldom allowed indoors because they would suffer from the sharp temperature contrast.



AT 7° BELOW dogs pant after a brisk run across ice. Eskimo visitors drove them 50 miles to the Helmericks' igloo to borrow tea and flour to eat with their meat. At night Eskimos left the dogs outside and moved in with the Helmericks.



IGLOO CAMP was built on Arctic Ocean during Helmericks' hunting trip. They built the igloo by following directions in a book by Arctic Explorer Vilhjalmur Stefansson. But the igloo amazed Alaskan Eskimos, who live in tents or huts covered with snow blocks. Igloos are built by Canadian Eskimos in Hudson Bay area.



POLAR BEAR was shot by Mr. Helmericks near the edge of the Beaufort Sea. Struck in the heart with a .30-cal. bullet, the 1,000-pound animal ran 200 yards across the ice, leaving a wide trail of blood, before it collapsed and died. Polar

bears live on the ice far out at sea, feeding on seals, and are rarely seen even by Eskimos. Most of this polar bear was fed to hungry sled dogs, but Helmericks ate some and found that the meat has a pleasant taste. It is best when boiled.

ALASKA CONTINUED



BEECHEY POINT TRADING POST is made of old supply crates. Helmericks used it for shelter during part of their second winter in Alaska but found rambling structure impossible to heat and moved into a more practical hut banked

with snow blocks. In summer, when the traders arrive from Point Barrow to open the store, Eskimos travel hundreds of miles to purchase coffee, tea, cloth and tobacco. They use the skins of white Arctic foxes, worth about \$18, for currency.



SNOW BLOCKS, condensed and packed down by force of Alaskan wind, provide best insulation in the Arctic. Mr. Helmericks uses old saw to cut thick slabs. He placed them around a driftwood hut and filled in the chunks with more snow.



INSULATED HUT, almost completely covered with snow slabs hardened into a solid shell, is comfortably warm inside in midwinter. Occasionally it got so hot that Mrs. Helmericks had to open the caribou-skin door to let in the cool air.



LEAVING FOR HOME, Helmericks push off in a new ocean going canoe they built of driftwood and canvas. They waited until summer had melted the coastal regions along the Arctic Ocean into a vast, shallow quagmire, then set out from

Beechey Point and paddled 760 miles eastward to Aklavik, Canada. Their equipment consisted of a rifle, fish nets and a sack of bread. From Aklavik, in a chartered Mosquito bomber, they flew back to the U.S. after an absence of two years.

"Are Bulbsnatchers People?" asks Prof. Colonna

We'll say they are Jerry! Most everyone's been guilty of robbing one light socket to fill another!

COLONNA: — "Light"-fingered, eh? Call in Dick Tracy!

Wait, Jerry. Bulbsnatching's no crime—just annoying. People are apt to strain their eyes with a wrong-sized lamp bulb or sprain an ankle in the dark.

COLONNA: Egad—is there a doctor in the house?

Hold on, Professor. Best cure for bulbsnatching is to keep a spare supply of G-E lamp bulbs always on hand! They cost so little... they give so much light...

COLONNA: Groping for words? You mean "for a monetary modicum the illuminatory capacity..."

Exactly, Professor! G-E lamps give a *whale* of a lot of light for only a few cents. And G-E lamp research is constantly at work to make G-E Lamps even better and to make them stay brighter longer! Better see your G-E lamp dealer today!

COLONNA: Who's teaching this lesson, anyhow?
Class dismissed!

JERRY COLONNA,
featured on the
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Pep-Show program
over NBC

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INSIST ON THE
MONOGRAM

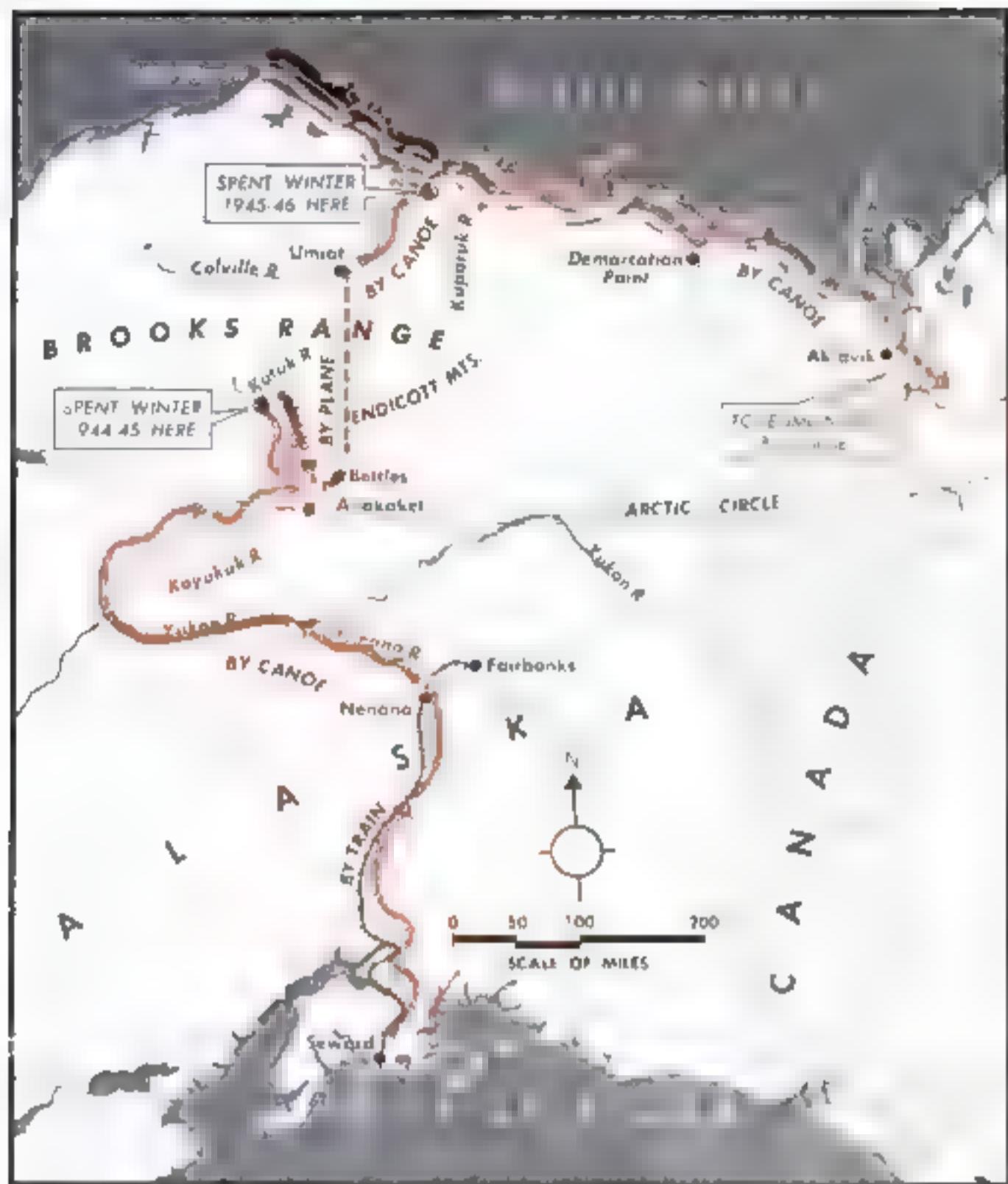


25, 40, 60 watt 11¢
100 watt ... 15¢
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Stay Brighter
Longer!

GENERAL ELECTRIC



TRIP FROM SEWARD (BOTTOM) TO AKLAVIK (TOP RIGHT) TOOK 26 MONTHS

WHAT THEY LEARNED FROM THE ADVENTURE

Harmon and Constance Helmericks' long journey through Alaska (above) covered 2,500 miles in a little more than two years. They left Seward (bottom) on June 20, 1944, then traveled northward by rail, canoe, airplane, foot and dogsled. They spent two winters north of the Arctic Circle and started home from Ak lavik (upper right) on Aug. 7, 1946. Throughout the territory they saw scattered communities working and growing, many of them connected only by small, private airlines. They saw a country that, after 80 years under U.S. ownership, is suddenly beginning to fill out its vast skeleton.

But they found that Alaska still has a great deal of room. In the wild, frozen, open country, life is still a hazardous existence in which even experienced men freeze and starve every year. Outside the territory's widely scattered towns the Helmericks found that the requisites for survival are long camping experience and physical strength and courage.

The Helmericks quickly discovered that aside from the books of explorer Vilhjalmur Stefansson most of the literature on the Arctic is interesting now only as entertainment and history. But the real teachers of survival were the Eskimos. From them the Helmericks learned that they could live and thrive on an all-meat diet, as many Eskimos have been doing for centuries. From the Eskimos they learned how to trap or catch animals and fish for food, and that while fat white Arctic foxes and owls are nutritious, polar-bear liver is not. The Eskimos also warned them that although woolen clothing will suffice north of the Arctic Circle in summer, nothing but the fur garments of the Eskimo will keep them warm in winter.

It was a near-starvation experience that taught the Helmericks what every visitor to the Alaskan wilderness should have: an 80-pound pack containing a fish net, a rifle, a tent, a stove, an ax, cooking utensils, wire for snares, sleeping bags, heavy clothing, mosquito nets and medical and sewing kits.

Although the Helmericks made no important scientific discoveries, they recorded the presence of moose, believed to be inland animals, at the edge of the Arctic Ocean. They made their own catalog of wildlife and took notes which will supplement information on the habits of some American migratory birds. They also found that man's worst enemy in the territory is the mosquito. But their biggest discovery was an old one, a homely Americanism learned by the early explorers and settlers in the old Northwest and Oregon Territories: "Root, hog or die."



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says *Ann Dvorak*, star of Hakim-Litvaks Production
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TELALARM JR.

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TELALARM — slightly larger size — luminous hands and dial — bell alarm . . . \$6.50

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LOADED GUN IS POINTED at the head of State's Attorney Henry Harvey (Dana Andrews). It is aimed at the angle its owner would have had to aim it in order

to commit the murder with which he is charged. When the faulty gun fails to go off at that angle, the court accepts Harvey's contention that the accused man is innocent.

MOVIE OF THE WEEK:

Boomerang!

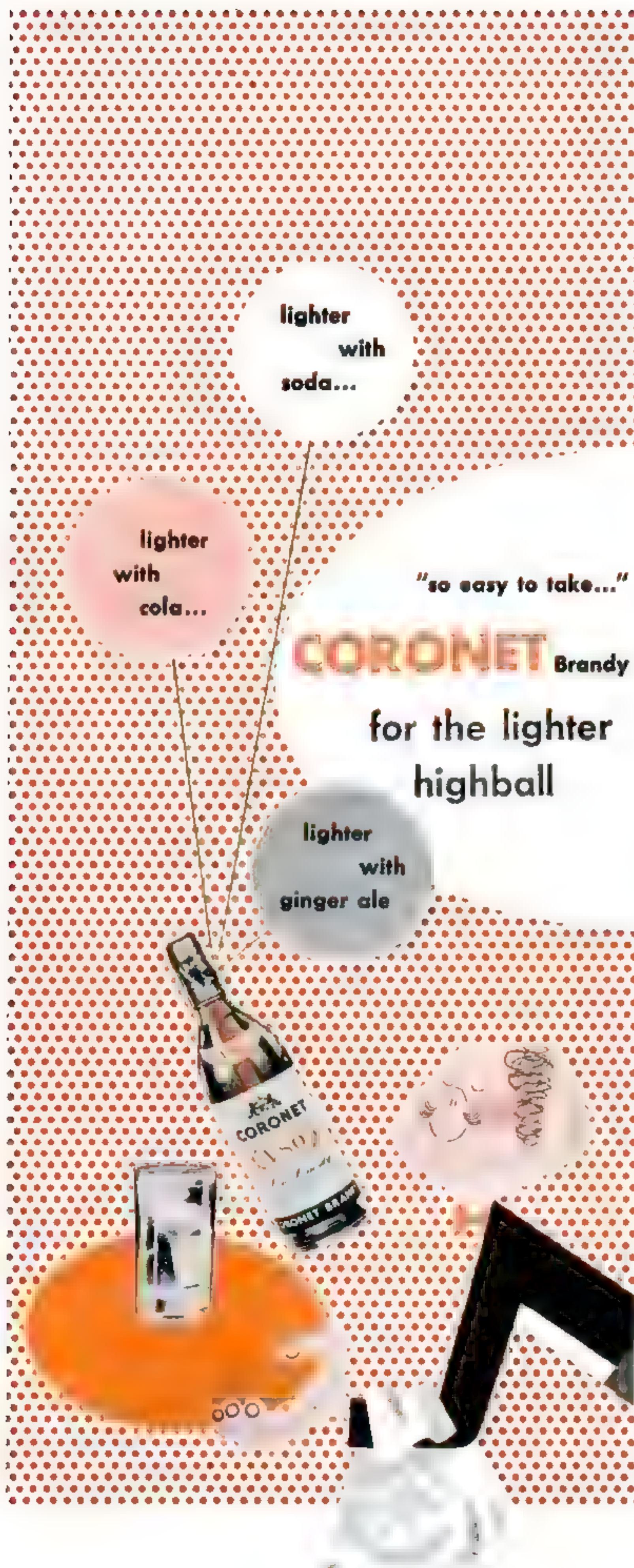
Producer Louis de Rochemont gives realistic treatment to a famous unsolved murder case

Boomerang! is a murder story in which the murderer is never found out. Instead 20th Century-Fox's new movie shows how an innocent suspect is railroaded toward execution but finally saved when an honest state's attorney uncovers fresh evidence and, in defiance of public opinion and political pressure, asks for an acquittal. The moral of the tale comes from the legal code of ethics: that a lawyer's chief duty is not to secure a conviction but to see that justice is done.

Almost a straight documentary, *Boomerang!* is based on a famous unsolved Bridgeport, Conn. murder case of 1924. The state's attorney, although he is portrayed under another name by Dana Andrews, is former Attorney General Homer S. Cummings (p. 92). Producer Louis de Rochemont, who got his training in documentaries as producer of the *March of Time* and made the highly authentic *House on 92nd Street* and *13 Rue Madeleine*, has cloaked this true story with a realism unusual for Hollywood. Taking his professional cast to Stamford, Conn., similar in many ways to larger Bridgeport nearby, he used real streets, churches and courthouses for his settings, hired enthusiastic local citizens as extras. The result is a vigorous and believable film.



CITIZENS GOSSIP ABOUT THE SHOCKING MURDER THAT HAS OCCURRED IN THEIR TOWN



California grape brandy 84 proof.
Cresta Blanca Wine Company, Inc., San Francisco, California

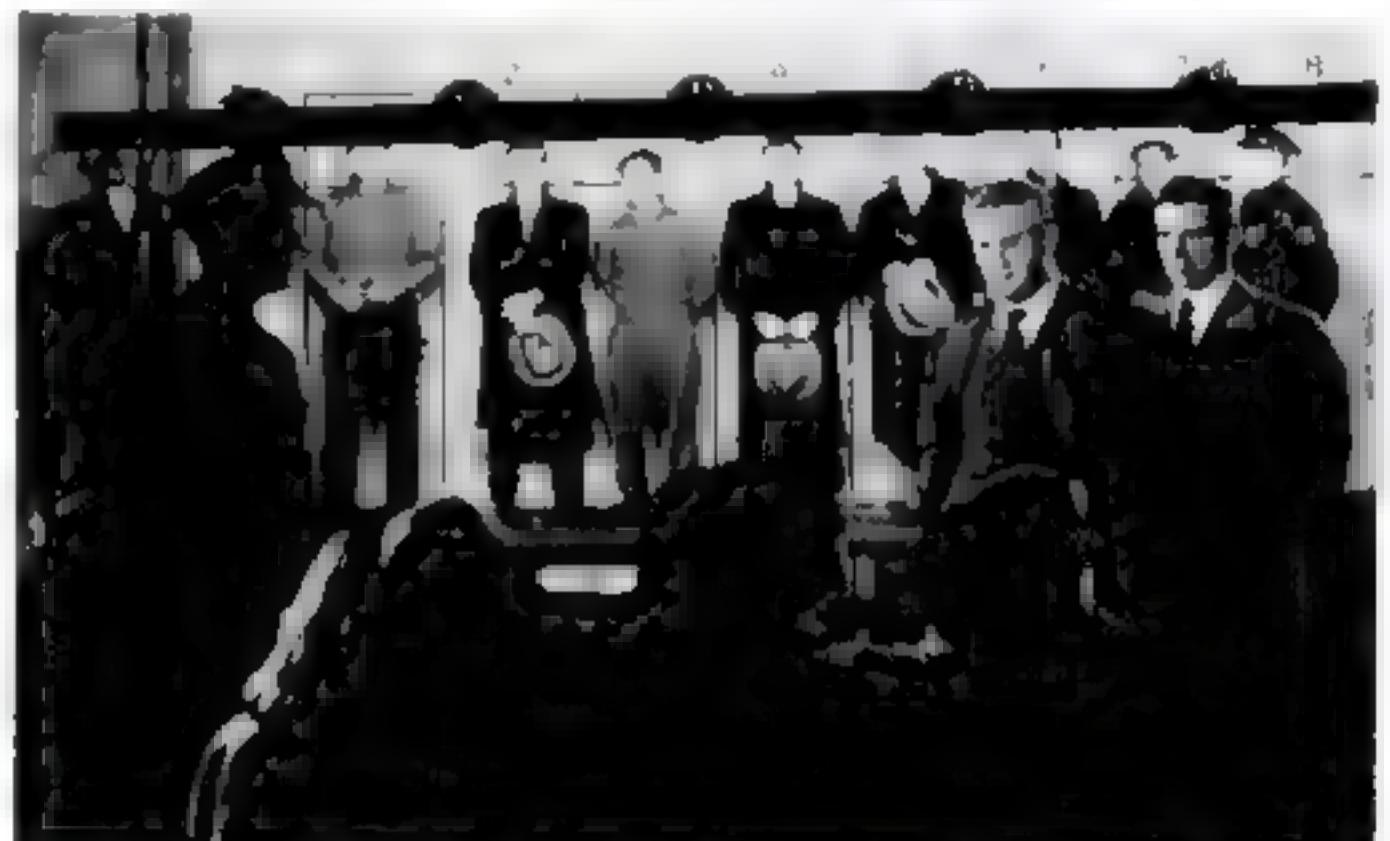
"Boomerang!" CONTINUED



A KILLER STRIKES in a city street, shooting a widely beloved Episcopal minister. The murderer escapes before any startled passer-by can catch him.



SEARCH BEGINS with the publication of drawings of the killer made from witnesses' descriptions. State's Attorney Harvey (right) bosses the man hunt.



SUSPECTS LINE UP for the police, who are determined to pin the crime on someone. All officials are now under vicious attack from press and public.



THIRD DEGREE is staged with nervous John Waldron (Arthur Kennedy) as victim. Circumstantial evidence points to him, a vagrant, as the guilty man.

CONTINUED ON PAGE 30

General Eisenhower speaks...

Excerpts from an address by General of the Army Dwight D. Eisenhower, Army Chief of Staff, at the National Conference of the United Jewish Appeal held in Washington, D. C.

Although the task you have undertaken is vast in terms of material values, even the greatness of your goal and the depth of compassion it evidences, do not stand as the most significant feature of your concerted effort. Its deepest implication is in its eloquent protest against man's inhumanity to man.

When you seek by material sacrifice to rescue the innocent victims of savagery, you give much more than the contents of your purse. You give a demonstration of men united in mercy toward the stricken, an example that invites the world to renew with increased zeal the struggle against injustice, persecution and slavery. Your success will add impetus to the moral regeneration needed to banish from the world these evils that have darkened the way to peace among men.

The spirit of charity, among the most sublime of human emotions, in itself stamps your project as one conceived in the noblest traditions.

Here, indeed, is need for charity. Only one who has seen, as I have, the mental and physical effects of savagery, repression and bigotry upon the persecuted of Europe, can realize the full need for the material help and encouragement you propose to give. The terrors they have endured, the indescribable horrors they have survived, cry aloud to all men who retain within themselves any respect for decency, any belief in the human soul.

There is no word that can exaggerate the urgency. We must believe that man labors toward better things, that global action, creakingly and laboriously evolved by nations amidst human conflicts engendered by prejudice, ignorance, misunderstanding and distrust, will eventually eliminate recurrence of the tragedies you attempt to alleviate. But acute disaster cannot await the functioning of vast machinery that has not, as yet, wholly emerged from the design stage. Charity can do much to fill the breach—it can bring some brightness to these survivors of cruelty. It can lift them somewhat above the level of mere existence, the limit that perforce controls governmental effort.

More than material aid is needed for those in Europe who have felt the lash of brutal tyrants.

Long fettered in the deepest pit of despair, they now need warmth and encouragement from fellow humans that their confidence can be restored. You can enable them to march in confidence and in dignity toward that day when, in common with all others, the opportunities provided by the richness of the earth may be enjoyed also by them.

No matter how we may answer the question, "Am I my brother's keeper?", the implications of that question have such inescapable effects on



the effort to produce world order that the example you provide may well bear fruit in the attack on world problems of unlimited scope. Possibly it may help us realize that there can be no security for one unless it is enjoyed by all; that though force can protect in emergency, only justice, fairness, consideration and cooperation can finally lead men to the dawn of eternal peace. Certainly your example should help us see that enlightened self-interest demands the elimination of the unfair practices against large segments of mankind which, in the past, have so blackened the history of humanity.

Humanitarianism is a link that binds together all Americans.

As great as is our love of freedom, equally great is the American feeling of compassion for those in distress. Whenever tragedy or disaster has struck in any corner of the world, the American

people has promptly and generously extended its hand of mercy and help. Generosity has never impoverished the giver; it has enriched the lives of those who have practised it. In this postwar world, with its bewilderment and fear, Americans can still be thankful that we are in a position to give rather than dependent for our very existence upon the mercy of others. *One of the privileges of this great democracy has been its opportunities for us to share with those less fortunate. And the bread we have cast upon the waters has been returned in blessings a hundredfold.*

Every person everywhere who holds in his heart a respect for human values and who venerates right and justice will wish you well, and will draw from your success renewed inspiration in the fight to insure that the humblest and the weakest may forever stand in confidence and equality in the presence of the proudest and the strongest.

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"Boomerang!" CONTINUED



CONFESION IS SIGNED by the exhausted Waldron. Everybody now expects a quick trial and conviction, closing case and silencing the opposition.



WALDRON'S EX-GIRL lies to Harvey as she attempts to incriminate the accused man. Harvey checks up on her, soon finds more signs of innocence.



IN COURT Harvey outrages the vengeful public by bravely asking for acquittal. Chief of police (Lee J. Cobb, center) protests but Harvey proves he is right.

CONTINUED ON PAGE 92

Flowers-by-Wire

LEAD THE EASTER PARADE!

Wherever you may be... send affection and devotion to loved ones with beautiful flowers by wire. It's the smartest way to say... "Happy Easter".

Just place your order with any F.T.D. florist in the U. S. or Canada. Your flowers and personal message will be delivered in time for Easter. You can be sure of guaranteed satisfaction for each F.T.D. member is bonded... Look for the Winged Mercury Seal on the window.

Lovely flowers by wire are inexpensive. Representative bouquets, corsages or plants for \$5.00 or more can be sent from New York (including cost of the wire) to Atlanta for \$5.60... to Cincinnati for \$5.19... to Salt Lake City for \$5.90... to Toronto for \$5.60. Overseas orders handled, too.

This year be sure to send your Easter flowers by wire. Do the same for all Birthdays, Holidays, Anniversaries, for Business or...

IN ANY EVENT - WIRE FLOWERS

FLORISTS' TELEGRAPH DELIVERY INTERNATIONAL

149 Michigan Ave., Detroit 26, Mich.

Winged Mercury Seal



You skip off to bathe the baby

...THE BENDIX DOES THE WASH!

Baby may keep you busy—but not the family wash—with the Bendix. You set the dial, put in soap and go. All by itself the Bendix *fills itself with water—washes clothes—changes its own water—rinses 3 times—damp dries clothes—cleans itself—drains itself—shuts itself off*. No washday mess with the Bendix! When baby naps, so can you!

Only the tumble-action principle of the BENDIX washes clothes so clean, so gently...with so little hot water and soap...and no work at all!

NO LIFTING OR STRAINING with the Bendix basket-level porthole.

YOUR BENDIX "BABIES" EVERYTHING—its gentle, Tumble-Action dips clothes up and down in suds so foaming and penetrating even ground-in grime of play clothes comes racing out. And with no

agitator rubbing or scrubbing it's so gentle even baby's daintiest dressed wash sweet and safe.

YOU'RE FLOWER FRESH in cottons washed in your Bendix washer. Colors never get drab and dingy from soil left over from previous loads. Every Bendix load gets fresh suds washing. No chilled-off water. No lazy, soil-laden suds.

OLD SHIRTS WHITE AS NEW? Certainly—with Bendix' Triple Rinsing. Soiled water and soap are so thoroughly rinsed away there's no sign of washday gray. No soapy particles to harshen baby's diapers. The Bendix shower rinses away soiled suds—then tumble rinses clothes in two more changes of water, for a cleaner, fresher wash! **LET HIM SHAVE**, let them shower! The Bendix Water-Saver Cylinder saves so much hot water you don't have to warn the family to go easy on washday. And, with less water in the cylinder you need lots less soap for the richest suds!

YOU'LL BE LOVING IT—Always—like the many thousands of women who've turned all their washing problems over to their Bendix, for 9 whole years. Only the Bendix has been tested like this. See your dealer now—for a Bendix demonstration.



Coming Soon!
Bendix automatic Dryer
Bendix automatic Ironer



AVAILABLE IN CANADA AND MEXICO

BENDIX
automatic
Home Laundry





For parched palates, pour mountain-distilled Ron Merito—in a cool cuba libre, a thirst-quenching collins, a frost covered daiquiri. Remember—the better the rum, the better the drink. Better ask for Ron Merito!

Ron
MERITO

THE PUERTO RICAN MOUNTAIN RUM

COLD AND WHITE LABEL. 86 PROOF. NATIONAL DISTILLERS PRODUCTS CORP., NEW YORK 3, N. Y.

"Boomerang!" CONTINUED

IT IS BASED ON 1924 MURDER CASE



HOMER S. CUMMINGS, later Roosevelt's Attorney General, was the state's attorney in the original case.

HAROLD ISRAEL was defendant whom Cummings saved from hanging for murder of a Father Dahmo.



DIRECTOR AND PRODUCER of *Boomerang!* were Elia Kazan (left) who staged current Broadway hit, *All My Sons*, and Louis de Rochemont, former *March of Time* producer, who made best war documentary, *The Fighting Lady*.



SETTING FOR "BOOMERANG!" was Stamford, Conn. Picture above shows a scene being filmed in front of St. Luke's Episcopal Church. Original site of the case, Bridgeport, was not used because the city fathers objected.



STAMFORD MAN was induced to appear as a murder suspect. He does not speak on the screen, was paid \$10.



ARTHUR MILLER, author of *All My Sons*, came to see Kazan about the play, found himself a "suspect."

the shoe with the youthful feel



Let your feet walk
smartly in the
gay new Air Steps—
step softly in the young
and buoyant lightness of the
airy cushioning Magic Sole



A great new adventure in beauty...



EXCLUSIVELY FOR BURGESS & BARRETT'S "GARDENIA" BY GAIL CRAVEN. PHOTOGRAPHED AT THE BALTZ-BALDWIN
Copyright material

Special Formula helps to do something
about those tiny skin irritations



Face Powder . . . out-of-this-world!
Cake-form, clinging, wonderful



Foamy, foamy
Bubble Bath



Meet one of the most exciting beauty events of the season! Never, never in all its wonderful long history of successes has the House of Daggett and Ramsdell presented a more brilliant collection of beauty preparations. And Debutante is different! Enchantingly new . . . engagingly young-in-heart. Devastatingly . . . completely modern. Let these gay young "lovelies" work their wonders for you . . . give you a fresh, clear-eyed view of exactly how pretty you can be! Ask for them all—Debutante creams, make-up, bath accessories—at your favorite cosmetic counter. They've already made their debut for you!

Introducing



created by
the
House
of
Daggett and Ramsdell

Débutante

Daggett and Ramsdell

Just what it says . . .
Skin Freshener



Beauty lotion . . . it
makes make-up behave!



Frothy, whip-up-in-a-minute
Powder Shampoo

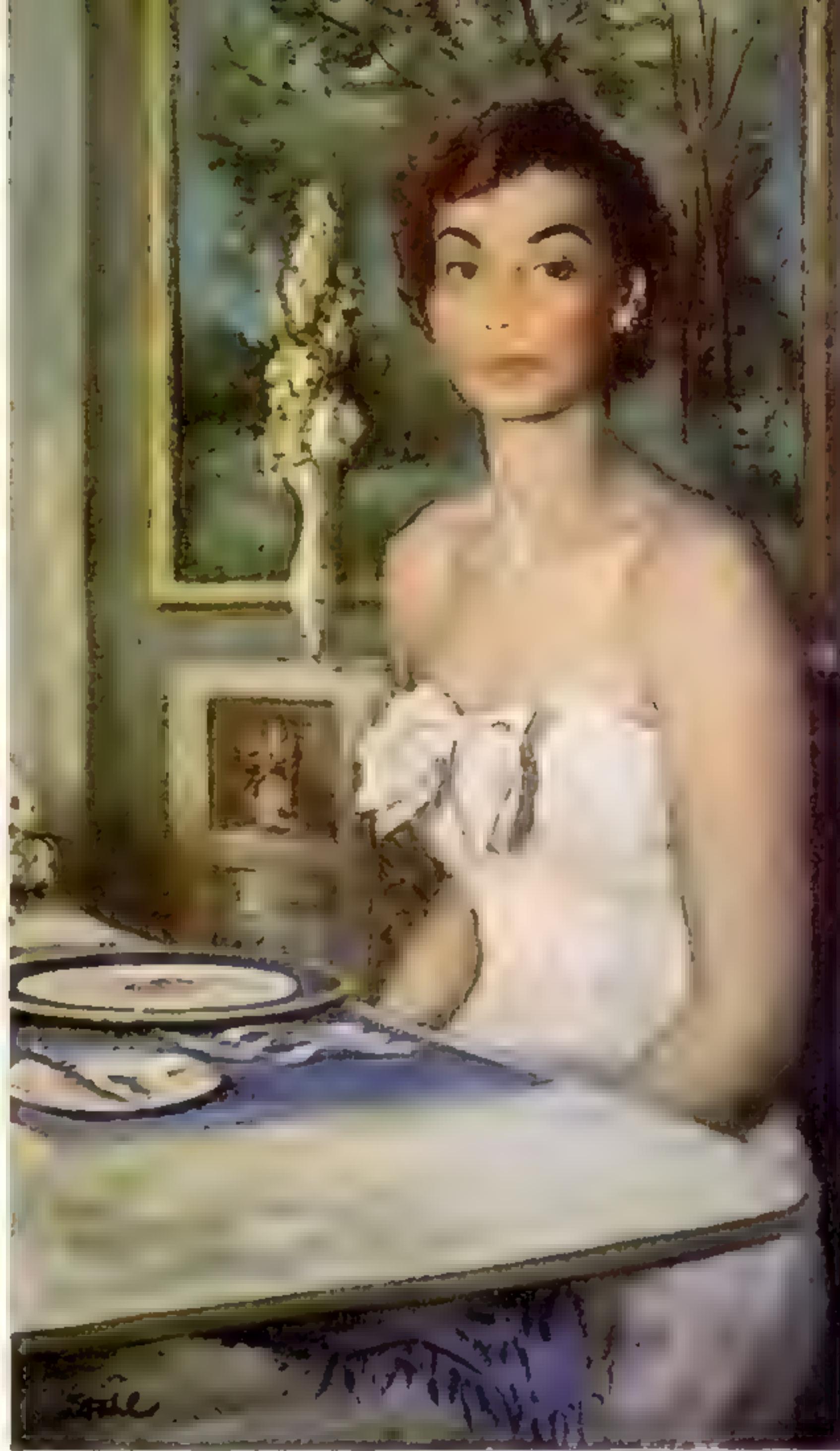


Captivatingly young and gay...a cosmetic sensation!



Prized possession in 1847

1847 Rogers Bros. brings you 100 years of beauty



Prized possession in 1947

Fashioned like expensive court silver of the period, 1847 Rogers Bros. thrilled its owner's heart with pride 100 years ago.

In gracious homes today, 1847 Rogers Bros., with its century-old heritage of craftsmanship is still a cherished possession. Each design has an extra height and depth of ornament no other silverplate has... richness found only, as a rule, in solid silver.

Select your favorite from the patterns owned and loved by more women than any other... the only... with the year-mark "1847" America's finest silverplate... same quality, no increase in price since the war. No order less than the 52-piece service for just \$63.75 with credit.

1847 ROGERS BROS.

100th Anniversary

TUNE IN: THE ADVENTURES OF DIXIE AND HARRIET SUNDAY 8 P.M., EST., CBS.



IN THE COLLECTOR'S OFFICE FOR NEW YORK'S RICHEST DISTRICT, CLERK LABORS THROUGH DELUGE OF MARCH TAX RETURNS. THIS OFFICE ALONE COLLECTS \$3 BILLION A YEAR

TAXES

War's expenses add new pangs to an old headache

The man in the picture above and his counterparts in Collector of Internal Revenue offices all over the nation were the busiest people in the U.S. last week. It was income-tax time, and all the 57 million people who earn more than \$500 a year had to file returns. Auditing the returns will keep hundreds of clerks busy until 1950.

The vast army of income-tax payers is something new in American life. Until the Civil War the federal government managed to get by on a

small tax on imports. Later excise taxes on liquor and tobacco, plus customs, provided most of the revenue. The Spanish-American War introduced the amusement tax. But the corporation income tax was not established until 1909. The personal income tax, though it was used briefly in the Civil War, did not become a permanent part of the tax structure until 1913. Even then it hardly hurt at all.

Until the staggering costs of World War II and

its aftermath came along, comparatively few people were directly concerned with federal taxes. In 1938, biggest prewar year, only 3,500,000 citizens paid income taxes and federal revenue from all sources was only \$6 billion. But now, as the drawing on pages 102-103 shows, President Truman hopes to collect more than \$39 billion next year and spend almost all of it. Since taxes now affect almost everybody, *Life* shows in the next seven pages some of the history and the present problems of taxes.

FOR 4,000 YEARS TAXES



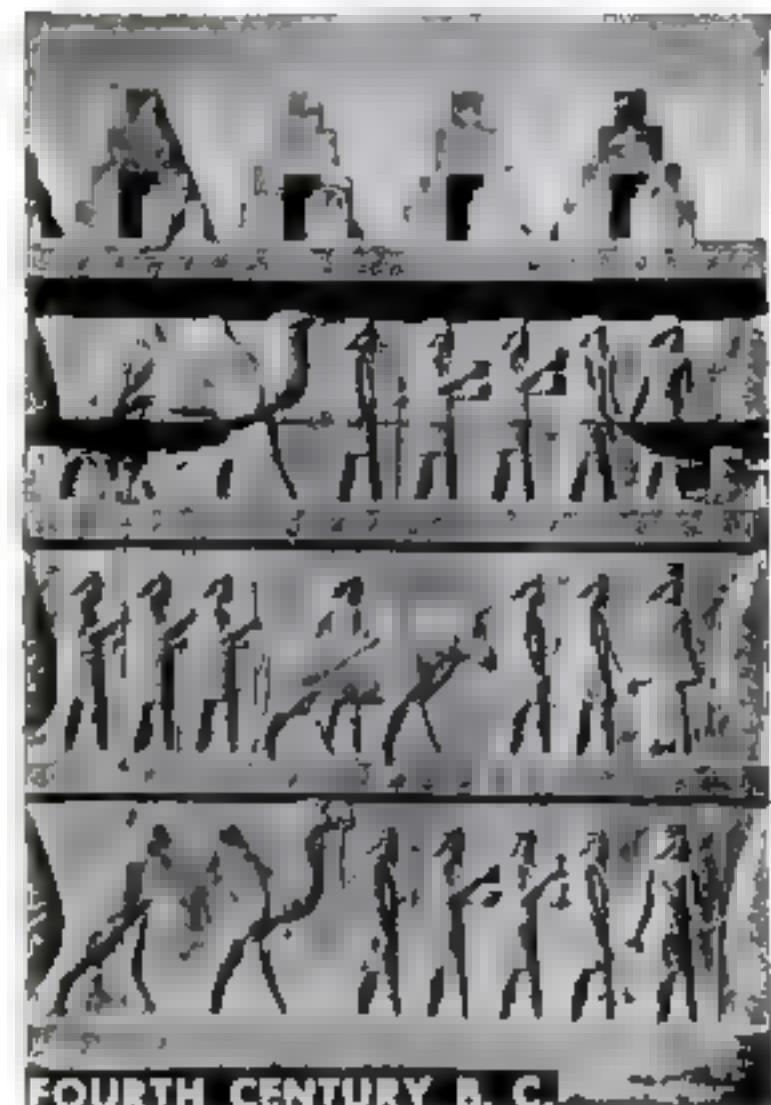
1445 B.C.

EGYPTIAN TAXPAYERS are shown in this painting on an old tomb. Man at left is taking Pharaoh a cup and copper ingot, the man at right cup and dagger.



EIGHTH CENTURY B.C.

ASSYRIAN TAXPAYERS are shown on this frieze from obelisk built for palace of King Shalmaneser II. Four men are bearing tribute from King Jehu of Israel, one of the tribes conquered by Assyrians. In these days war was still profitable and most of tax burden was shifted to conquered nations which were forced to provide goods and slaves.



FOURTH CENTURY B.C.

PERSIAN TAXPAYERS, shown on an ancient palace bas-relief, contribute camel, bull, gold vessels, shields, lances from Afghanistan and Sardia to their conqueror.



FIRST CENTURY B.C.

ROME'S PUBLICANS, shown here making their collections, were the first counterparts of the modern tax collector. Buying a concession from the government, they squeezed as much as they could from provinces. They collected a property tax, took payment in coin or produce, often made a handsome profit and were always highly unpopular.



61 A.D.

QUEEN BOADICEA, one of the earliest rebels against taxation without representation, led army of Britons in unsuccessful revolt against their Roman overlords.



1215

MAGNA CARTA, here being signed by unwilling King John, resulted in part from rebellion of nobles who objected to their king's heavy and arbitrary tax demands.



15TH CENTURY

BRIDGE TOLLS, common in the Middle Ages, are depicted in this window of old Belgian cathedral. Tax was unfair because nobles and clergymen were often exempt.



16TH CENTURY

MEDIEVAL TAX COLLECTOR is shown in highly unflattering light in this Flemish painting by Marinus van Roymerswaelen. Papers on wall are the collector's accounts. Although this is a serious painting, the gross and rapacious countenance of the collector is the forerunner of the bitter drawings and cartoons shown on pages 100-101.



1649

BEHEADING of King Charles I of England climaxed a rebellion after he levied heavy taxes for 11 years without calling a meeting of Parliament to approve them.

HAVE VEXED THE WORLD



18TH CENTURY

FRENCH PEASANT pays a tax to his lord. He also paid tithe to church plus land, income and poll taxes to king, had to work on roads several weeks a year.



1765

STAMP ACT REPEAL, which brought joy to American colonists, is celebrated in this early cartoon mocking England's sorrow at having to give up the tax. Levy forced colonists to buy stamps without which no property deed or business contract was legally enforceable. Tax stamps also were placed on newspapers, pamphlets, playing cards, liquor.



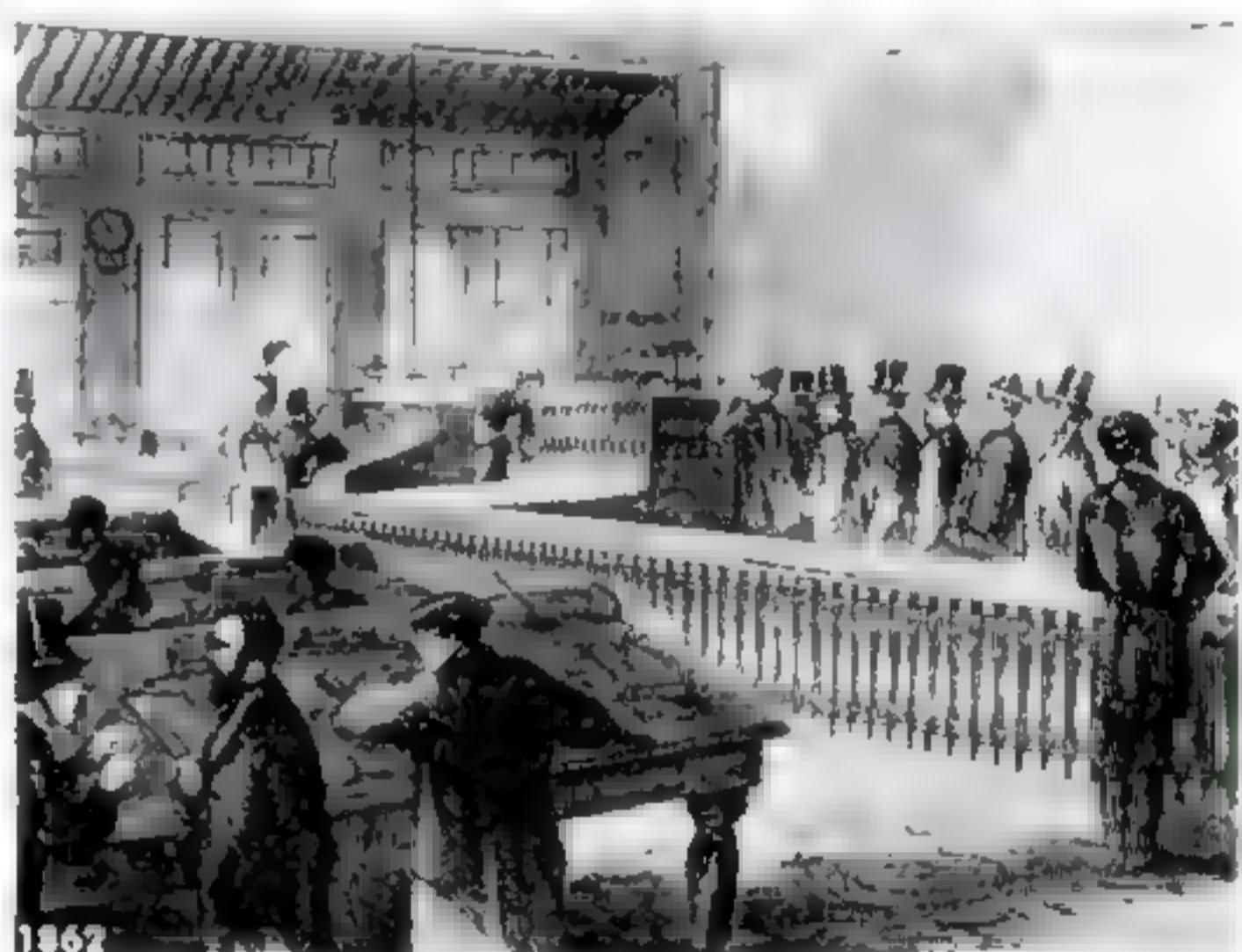
1773

BOSTON TEA PARTY was colonial protest against British taxes, especially on tea. Here colonists tar, feather and force tea down the throat of would-be tax collector.



1794

WHISKY REBELLION showed that Americans were nearly as loath to pay taxes to their own new nation as to Britain. Whisky tax was only 7¢ to 18¢ a gallon. But Pennsylvania farmers, used to turning their grain to whisky for easier shipping over bad roads, rose in wrath, tarred and feathered the collectors. Washington had to raise army of 15,000 to suppress the revolt.



1862

FIRST INCOME TAX in U.S. is shown by this drawing of taxpayers lining up at a collector's office during Civil War. The levy, adopted as an emergency measure, was 3% on incomes from \$600 to \$10,000, 5% on larger incomes. Rates were later raised to 8% and 10%. The tax was repealed shortly after the war.



1915

MODERN INCOME-TAX COLLECTION like this was first authorized by Congress after heated debate in 1894 but was declared unconstitutional by Supreme Court. Collections could not begin until 16th constitutional amendment had been adopted to legalize the tax.



1930s

MODERN COMPLAINTS against the tax burden had their best popular spokesman in the late Cartoonist Will B. Johnstone, who invented the famed man-in-the-barrel to portray taxpayer's lot.



1937

BUSINESSMAN'S PLIGHT is the subject of this cartoon from *The New Yorker* published at height of the New Deal's prewar business taxes. Since then taxes of all kinds have increased even further.

PERMISISON THE NEW YORKER
© THE F.R. PUBLISHING CORP.



ADAM SMITH (1723-90), dean of the classical economists, laid down four maxims which still distinguish good from bad taxes (below). He also showed the close relation between taxes and the prosperity or stagnation of the national economy.



DAVID RICARDO (1772-1823), who was a successful broker as well as economic theorist, pointed out that taxes are frequently passed on from the taxpayer to somebody else and laid down the principle that the best tax is one which falls, in the last analysis, where it will do the least harm to the economic system.



JOHN STUART MILL (1806-73), brought up on theories of Adam Smith, was chief spokesman for theory that taxes should impose an equal sacrifice on all citizens. Equal sacrifice among all individuals, he thought, would result in the smallest possible burden for the community as a whole.

THE THEORISTS PROPOSE

Ever since the great Adam Smith (*above, left*), the world has had a yardstick for judging good taxes from bad. Smith, who combined a high passion for human liberty with a salutary realism about human nature, said that the ideal tax should 1) be based on ability to pay, 2) be fixed in advance and not subject to sudden change, 3) be collected at a convenient time and 4) be collectible without extra-

gant expense for armies of collectors or sheaves of tax blanks which would keep citizens distracted from their main business of earning a living.

Smith also felt that taxes, though necessary, were inherently evil—and should be levied with a minimum of interference with human ingenuity, free enterprise and the normal ebb and flow of economic tides. In this important respect he differed sharply

with later theorists like Adolf Wagner (*opposite page*) who believed that taxes should be levied more to change the shape of society than to produce revenue—a type of thinking which recently resulted in the New Deal's "tax and tax, spend and spend" policy. To Smith, who distrusted any man's capacity to regulate the complex forces of the industrial society, such a thought would have been anathema.

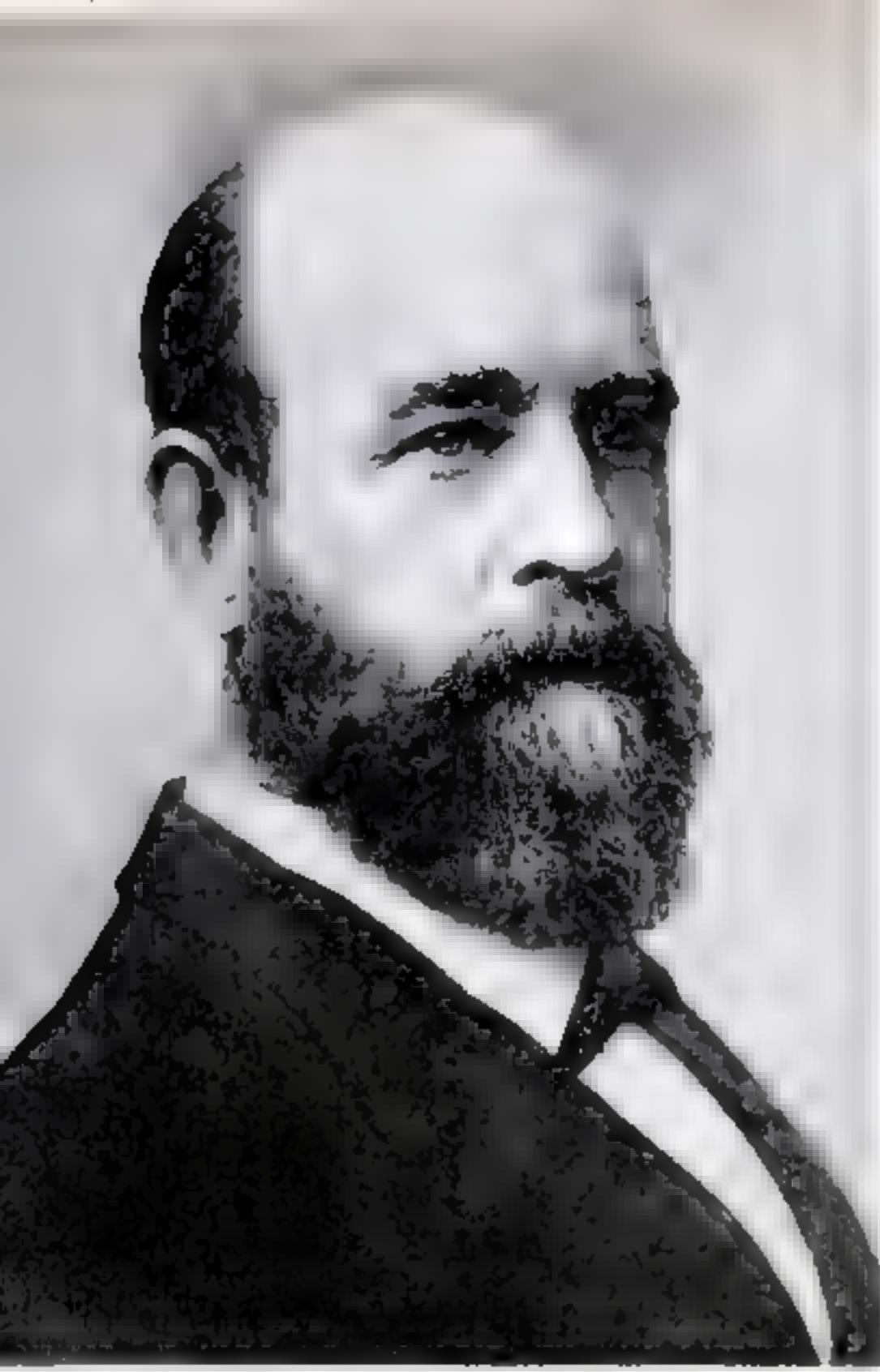
BAD TAXES



POLL TAX, which hits poorest citizens, has been fought since 1381, when England's Wat Tyler, a laborer, rebelled and was killed.



WINDOW TAX, imposed in England from 1696 to 1851, forced low income groups to build houses with few windows. The return of sunlight to laborers' homes was greeted by this 19th Century drawing.



HENRY GEORGE (1839-97) was the famed "single-taxer." He believed that all expenses of government could be paid by confiscating what he called the "unearned increment" on land—that is, the profit made by landowners as society's growth increases the value of their holdings.



ADOLF WAGNER (1835-1917) was an exponent of the equalitarian principle in tax theory, arguing that taxes should be levied to reduce the differences in wealth of citizens which he thought would otherwise grow intolerable in a modern industrial society. The modern income tax goes far toward doing this.



HENRY C. SIMONS (1889-1946) was an eloquent modern opponent of excise taxes, taxes on business profits and high tariffs. All these, he believed, would eventually have a serious hampering effect on the American free-enterprise system.

BUT POLITICIANS DISPOSE

Adam Smith clearly realized that the power to tax is a terrific temptation to tax indiscriminately; he once wrote that there is nothing which one government is so likely to copy from another as the art of "draining money from the pockets of the people." Throughout history, governments have raised their funds from the people least able to protest. It is probable that less good sense and more political

expediency have gone into the levying of taxes than any other function of government. History books are filled with examples of bad taxes, two of which are shown at the bottom of the opposite page. And even today bad practices persist despite such criticism as is contained in the cartoons below.

In direct contradiction to Adam Smith's second maxim, nobody in the U.S. knows today, nor will

until Congress has passed a new tax bill at some indeterminate date, the tax rate he or his business must pay this year. And the whole structure of the U.S. tax system, despite such recent improvements as the pay-as-you-go system for income taxes, is a jerry-built structure in which national government, states and cities all struggle—often without much rhyme or reason—for a crack at the taxpayer's purse.

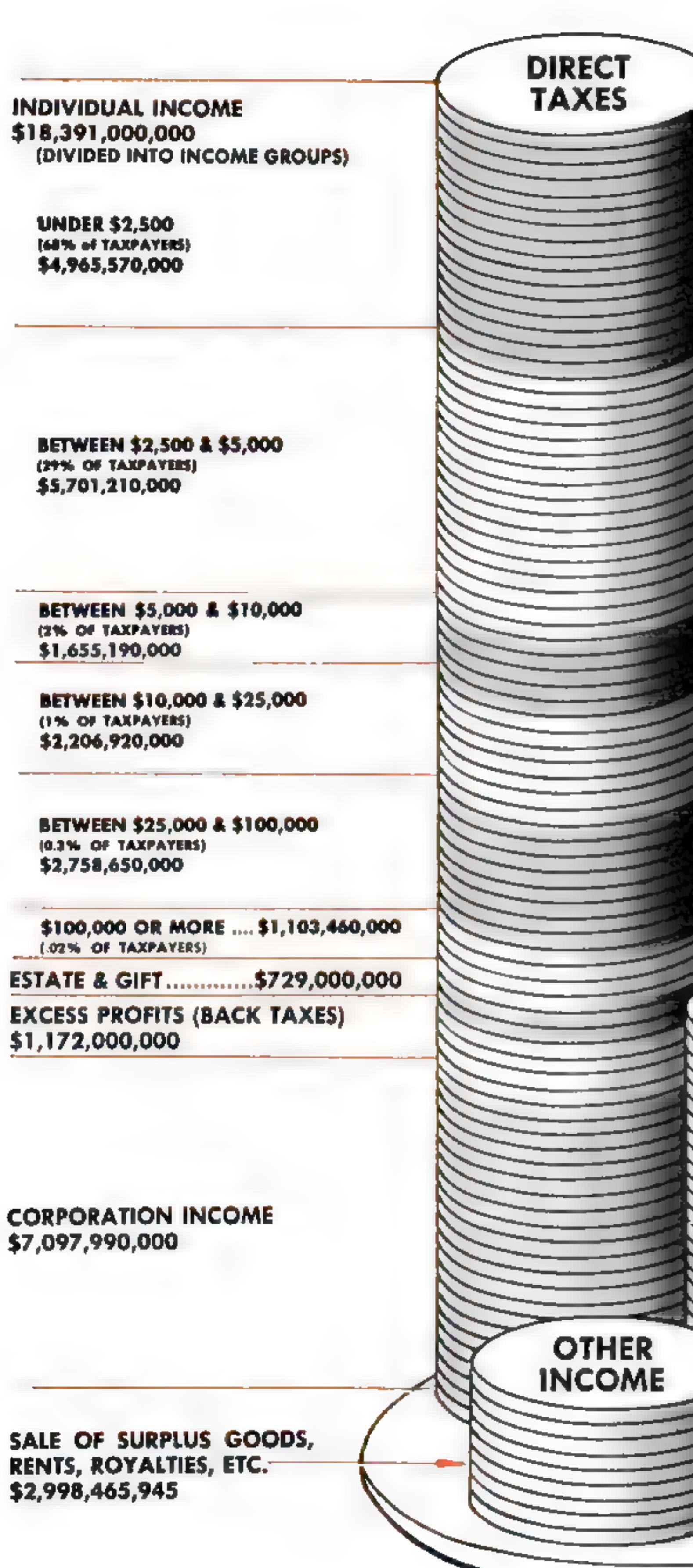


SOAKING BUSINESS, though ever popular among political demagogues, strikes at the foundations of free-enterprise system. Many economists believe that all corporation income taxes should be repealed.



CARTOON BY MARCUS, REPRINTED BY PERMISSION N. Y. TIMES

OVERLAPPING TAXES by national, state and local governments create many inequalities. U.S. system needs thorough overhauling.



ESTIMATED RECEIPTS
\$39,717,465,945

THE POSTWAR

THIS SHOWS WHERE MONEY

None of the old tax theorists ever dreamed of a tax burden such as U.S. citizens must bear in the postwar world. This burden is graphically shown here by a scale depicting the taxes and expenditures which President Truman has proposed for the fiscal year starting in July.

If you are still feeling bad about March 15, cheer up—there are 51,999,999 other income-tax payers and their total bill, as the stack of coins at the extreme left shows, is \$18,391,000,000 a year. So why not forget it? Light up a cigaret, have a drink, go to a show, play a hand of solitaire, buy a new radio, take a drive in the country.

But before you do, take a look at the stack of coins below marked *indirect taxes*. Note the little items called *general excise* and *manufacturers' excise*. These are the hidden taxes, payable every day in the year. The cigaret? You and your fellow smokers are giving the federal tax collector \$1.2 billion annually. The drink? \$1.8 billion. The show? \$215 million in admission taxes. A deck of cards? \$8.8 million. A new radio? \$66 million. A pleasure drive? \$271 million on new autos, \$78 million on spare parts, \$162 million on tires, \$575 million on gas and oil. All this money, of course, is in addition to state and local taxes.

What shall we do about it? Soak the rich? Hardly seems practicable—as the stack at the left shows, less than 1.5% of all taxpayers, which figures to 780,000 people, make more than \$10,000 a year. Even if the government taxed away every cent of these incomes, it would get only \$16 billion, or less than half of what President Truman has asked for to run the government next year. Soak business? Well, maybe. But the stack shows that business is already paying more than \$7 billion in income taxes. And economists say that any business tax is passed on to purchasers in the form of higher prices.

No, looks as if there's no escaping it. The U.S. government has become the biggest and most expensive business in the land. It needs more money than is taken in by the automobile, steel, railroad and coal industries combined—nearly as much, in fact, as the income of all U.S. citizens combined in the depression year of 1932. True the Republican Congress, which exercises a veto power over the Truman

GENERAL EXCISE
\$4,577,510,000

MANUFACTURERS' EXCISE
..... \$1,540,500,000

**EMPLOYMENT
(INCLUDING
OLD-AGE INSURANCE)**
\$2,693,700,000

CUSTOMS.. \$517,300,000

TAX BURDEN

COMES FROM, WHERE IT GOES

budget, has made up its mind to cut expenses by at least \$4.5 billion. But taxes will weigh heavily every day of the year on every citizen in the nation.

Where does the money go? The coins at right give the answer. As the stack at extreme right shows, the Army and Navy say that they need \$11.5 billion next year to keep the nation safe from attack. More than \$7 billion will go to war veterans, plus \$5 billion to pay interest on a national debt which was largely incurred during the last war. Nearly \$3 billion goes to international affairs, which means such projects, obligated by both morals and self-interest, as the British loan, relief in occupied countries, repair of war damage in the Philippines. Thus past wars and protection against the next take 73¢ of the tax dollar. But as the stack of coins below at left shows, the *ordinary expenses* of government have been set by President Truman at \$10.5 billion, which is more than they cost even under the New Deal.

Unfortunately the Russian government, with its expansionist notions, leaves the U.S. no alternative but to stay well armed. The only other possible relief for the downtrodden taxpayer lies in greater government efficiency and an end to the government pork barrel. If you are still feeling the sting of March 15 you should be asking: where is the statesman who will insist that the languishing sort of Civil Service stenographer type a few letters to earn her keep? Where is the man to rise up against the thought of spending \$330 million a year to keep up farm prices in the greatest period of farm prosperity in history? Who will tell the Army and Navy what every ex-GI knows—that the services could provide the same degree of security with a billion-dollar saving in airplane junkets for the generals and admirals and boondoggling projects for the ambitious colonels? What veteran now in Congress will dare say that \$7 billion a year, or \$465 for every manjack who served in World War II, is an outrageously extravagant sum? Who is willing even to say that we can no longer afford to pay \$359,000 a year in salaries—an item which helps make up the expenditures of *general government*—for the men who shout “oyez, oyez” in the federal courts?

POSTWAR EXPENSES

NATIONAL DEFENSE
\$11,587,114,769

ARMY	\$6,810,865,000
MAINTENANCE OF ARMY AT 1,070,000 MEN	\$3,377,000,000
AIRCRAFT	\$1,150,000,000
CAMPS & FACILITIES	\$524,000,000
TERMINAL PAY & RESERVE CORPS	\$341,000,000
ORDNANCE	\$339,000,000
TRANSPORTATION & MISCELLANEOUS	\$1,081,000,000

NAVY \$4,514,027,000

NAVY & MARINE CORPS OF 571,000 MEN	\$1,788,000,000
SHIPS & ORDNANCE	\$1,015,000,000
AIRCRAFT	\$845,000,000
BASES	\$336,000,000
TERMINAL PAY, RESERVE CORPS & MISCELLANEOUS	\$530,000,000
OTHER DEFENSE	\$261,114,769

VETERANS' BENEFITS
\$7,342,771,835

ORDINARY EXPENSES

SOCIAL WELFARE
\$1,654,114,593

AGRICULTURE
\$1,602,949,215

OLD-AGE INSURANCE
\$1,987,100,000

HIGHWAYS, AIRPORTS, ETC.
\$1,532,911,801

GENERAL GOVERNMENT
\$1,426,534,322

NATURAL RESOURCES* \$1,098,921,243

GOVERNMENT CORPORATIONS \$829,352,000

MISCELLANEOUS† \$568,314,591

*INCLUDING ATOMIC ENERGY

†HOUSING, COMMERCE, EDUCATION, LABOR

INTEREST ON PUBLIC DEBT
\$5,000,000,000

INTERNATIONAL AFFAIRS
\$2,820,129,298

TAX REFUNDS
\$2,064,803,500

\$202,448,778

SURPLUS

TRUMAN BUDGET

\$39,515,017,167

ONE DEPARTMENT'S EXPENDITURES

The scope of today's federal government—and a good clue to how its nonmilitary activities have grown so expensive—can be seen below. The table is a partial breakdown of expenditures planned by the Department of Interior, which has its finger

in everything from rodent control to care of Indians and even spends \$141,000 to keep fishermen posted on the latest prices. Most of its projects are worthy, or at least useful to various groups which would descend wrathfully on any congressman who

suggested abandoning them. But it is expenses like these—a haphazard combination of useful services, some doubtful ones and some of interest only to special groups—which make up the \$39 billion budget and the taxpayer's nightmare around March 15.

DEPARTMENT OF THE INTERIOR BUDGET FOR 1947-48. TOTAL: \$363,065,098

OFFICE OF THE SECRETARY.....\$13,420,878

SAMPLE ITEMS:

War agency liquidation.....	60,000
Soil and moisture conservation.....	2,800,000
White pine blister rust control.....	590,000

BUREAU OF LAND MANAGEMENT.....\$11,236,400

SAMPLE ITEMS:

Management, protection and disposal of public lands.....	2,491,900
Fire fighting.....	40,000
Payment to Oklahoma from royalties on oil and gas south half of Red River.....	3,500
Payments to States from potash deposits, royalties and rents.....	225,000
Payments to Coos and Douglas Counties, Ore. in lieu of taxes on Coos Bay Wagon Road grant lands.....	26,000

BUREAU OF INDIAN AFFAIRS.....\$45,425,220

SAMPLE ITEMS:

Education of Indians.....	11,750,000
Conservation of health among Indians.....	7,500,000
Welfare of Indians, such as boarding home care, care of delinquents, direct relief, etc.....	730,000
Fairs.....	2,000
Livestock disease suppression.....	7,700
Development of Indian arts and crafts.....	34,600
Repairs and maintenance Gallup-Shiprock Navajo Reservation, New Mexico.....	20,000
Fulfilling treaties (for annuity) with Senecas of New York.....	6,000
Administration of Indian tribal funds.....	284,800
Alaska native service.....	3,504,900
Roads on Indian reservations.....	4,100,000
Travel allowance for members of tribal councils and other organizations (\$6-\$10 per day and 5¢ per mile).....	35,000

BUREAU OF RECLAMATION.....\$177,861,000

SAMPLE ITEMS:

Reclamation projects total.....	91,287,500, include:
California Central Valley.....	30,000,000
Columbia Basin.....	27,000,000
Colorado-Big Thompson.....	13,000,000
Colorado River.....	43,500
Gila, Ariz.....	2,400,000
Missouri River Basin.....	25,000,000

GEOLOGICAL SURVEY.....\$17,979,300

SAMPLE ITEMS:

Topographic Surveys.....	7,300,000
Geologic Surveys.....	3,075,000
Uranium and thorium studies.....	147,000
Paleontology and stratigraphy.....	171,000
Metallic resources studies.....	892,000
Gaging streams.....	3,670,000
Mineral resources of Alaska.....	250,000
Enforcing law on mining of minerals on public lands and naval petroleum reserves.....	744,000

BUREAU OF MINES.....\$20,604,300

SAMPLE ITEMS:

Operating rescue cars and stations and investigation of accidents.....	1,143,000
such as dust investigation.....	63,190
and testing explosives.....	75,100
Coal mine inspections.....	1,617,000
such as occupational disease investigation.....	33,950
Testing fuel.....	580,000
Metallurgical research and pilot plants.....	1,510,000
Synthetic liquid fuels.....	8,000,000
Oil and gas investigations.....	900,000
such as thermodynamics of hydrocarbons.....	80,130
Mining experiment stations.....	1,570,000
Black Hills mica.....	16,400

NATIONAL PARK SERVICE.....\$20,514,400

SAMPLE ITEMS:

National Parks.....	3,868,400
such as Yellowstone.....	562,248
Mount McKinley.....	55,187
Grand Canyon.....	195,043
Yosemite.....	529,493
National Monuments, etc.....	1,754,800
such as Appomattox Courthouse.....	20,000
Statue of Liberty.....	71,379
Ackia Battleground.....	565
Washington birthplace.....	19,924
Custer Battlefield.....	12,452
Franklin D. Roosevelt Library.....	44,673
Travel Bureau.....	67,500
Roads and Trails.....	1,897,000
U.S. Park Police in Washington.....	204,635

FISH AND WILDLIFE SERVICE.....\$13,699,500

SAMPLE ITEMS:

Propagation of food fishes.....	1,534,000
Fish screens.....	36,300
Fishery market news service.....	141,000
Control of predatory animals and injurious rodents.....	1,108,000
Mammal and bird reservations.....	1,139,000
Alaska fisheries.....	870,000
Fur resources investigation.....	1,600
Wildlife restoration.....	2,563,000
By-products plant, Pribiloff Is., Alaska.....	1,200
Protection of migratory birds.....	375,000

GOVERNMENT IN THE TERRITORIES.....\$14,950,100

SAMPLE ITEMS:

Alaska Railroad.....	10,200,000
Alaska roads, bridges, trails.....	3,300,000
Care of Alaskan insane.....	334,700
Salaries and expenses of Virgin Is. government.....	216,000
Defraying deficit St. Croix public library.....	3,180
Defraying deficit St. Croix police and prisons.....	41,830
Puerto Rican relief.....	100,000

MISCELLANEOUS

SAMPLE ITEMS:

Commission of Fine Arts.....	12,000
Bonneville Power Administration.....	20,000,000
Southwestern Power Administration.....	6,550,000
Solid Fuels Administration for War.....	85,000
War Relocation Authority.....	165,000
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"Mixing Corner Kitchen"... with all the "tools" for easy baking concentrated in one central spot. But even more important... this latest "New Freedom Gas Kitchen" makes short work of four big kitchen jobs! 1. *Food storage is the most convenient ever...* with a new silent Gas refrigerator that actually has enough room for a week's groceries plus 60 packages of frozen foods. 2. *Cleaning is a cinch...* thanks to a special ventilat-

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And remember! The one sure way to get all these advantages of modern Gas cookery... is to look for this "CP" seal on any "make" Gas range before you buy!



P. S. For a complete guide to kitchen planning — send 10¢ in coin or stamps for full-color booklet "New Freedom Gas Kitchens" to: AMERICAN GAS ASSOCIATION, 428 Lexington Ave., New York 17, N. Y.

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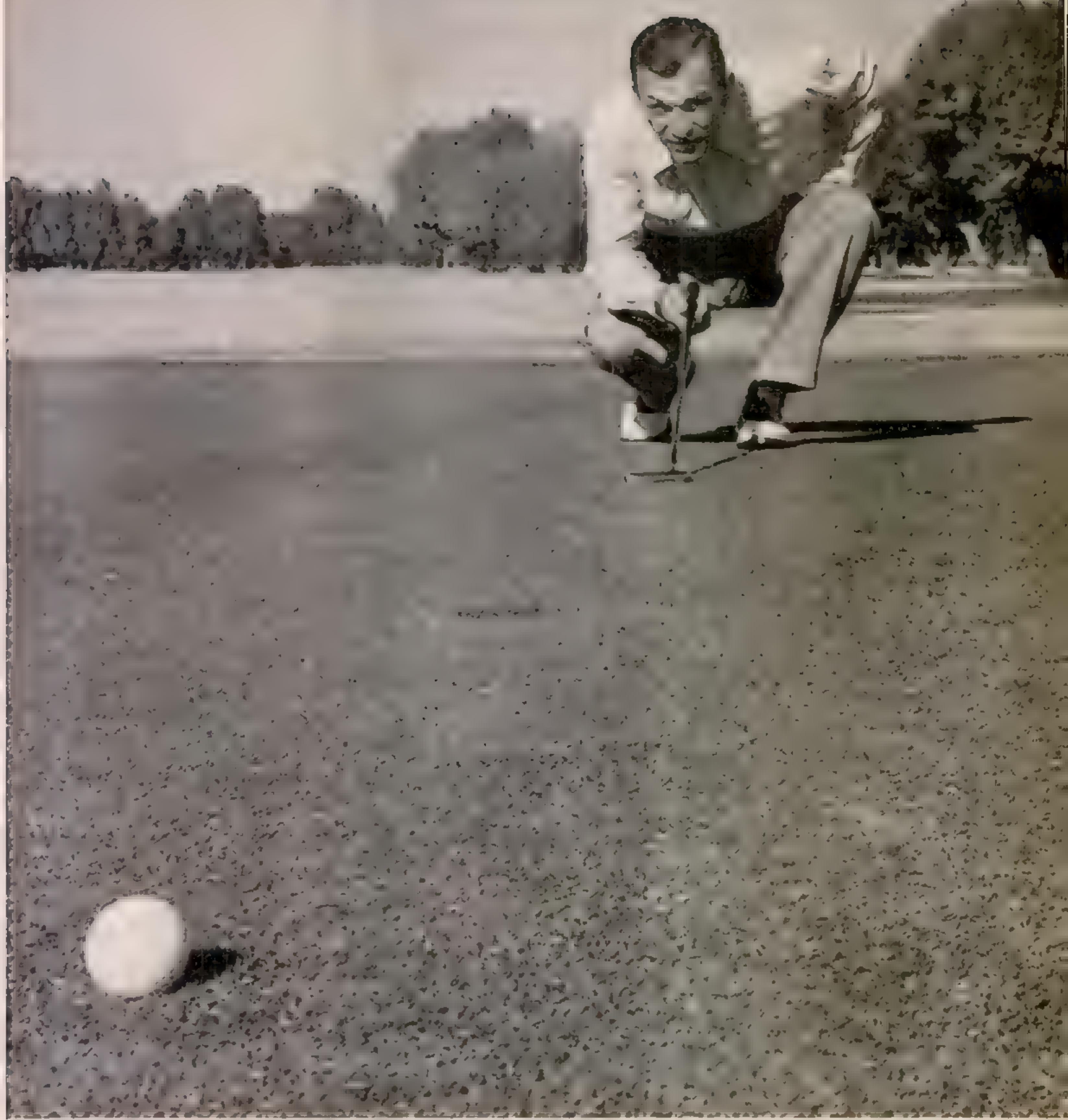
"I see he uses his head as well as his hands!"

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BEFORE ATTEMPTING A PUTT BEN HOGAN SIGHTS THE BALL WITH METICULOUS CARE, OFTEN FROM THREE SIDES, TO DETERMINE GRAIN AND SWAY OF THE GRASS

THE ACE OF CLUBS

Ben Hogan, the scientific golfer, is best player since Bobby Jones

The little man crouching on the turf above is the best over-all golfer since little Bobby Jones retired from competition 17 years ago. Ben Hogan, exactly like Jones, stands 5 feet 8 inches. Like Jones, Hogan is not a spectacular player but concentrates on a smooth game from drive to putt. Like Jones, he makes every match a mental exercise weighing all the factors of club, wind, even the height of the grass. Says one veteran golfer, "Ben's concentration and judgment scare you."

Hogan's concentration and judgment pay off. Last year he was golf's biggest money winner with \$12,000, and this year he may hit \$75,000. Already he has won four major tournaments and beaten Britain's leading money winner, Dai Rees. Hogan dominates professional golf so much that promoters hesitate to post big prizes until they know he will appear. But Hogan has one constant worry, the worry of every professional golfer. At any time, for no explainable reason, he may suddenly go stale.

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Clear eyes have a special magic of their own. But there's no magic in the most pleasant, easy way to keep them clear and refreshed. You can do that with delightfully soothing Eye-Gene.

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Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use...comes in 20¢, 60¢ and \$1 sizes.

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following fashion-new lines with smooth figure-proportioned fit...trimly tailored in luxurious Bur-Mil* rayons. At better stores everywhere...about \$3.

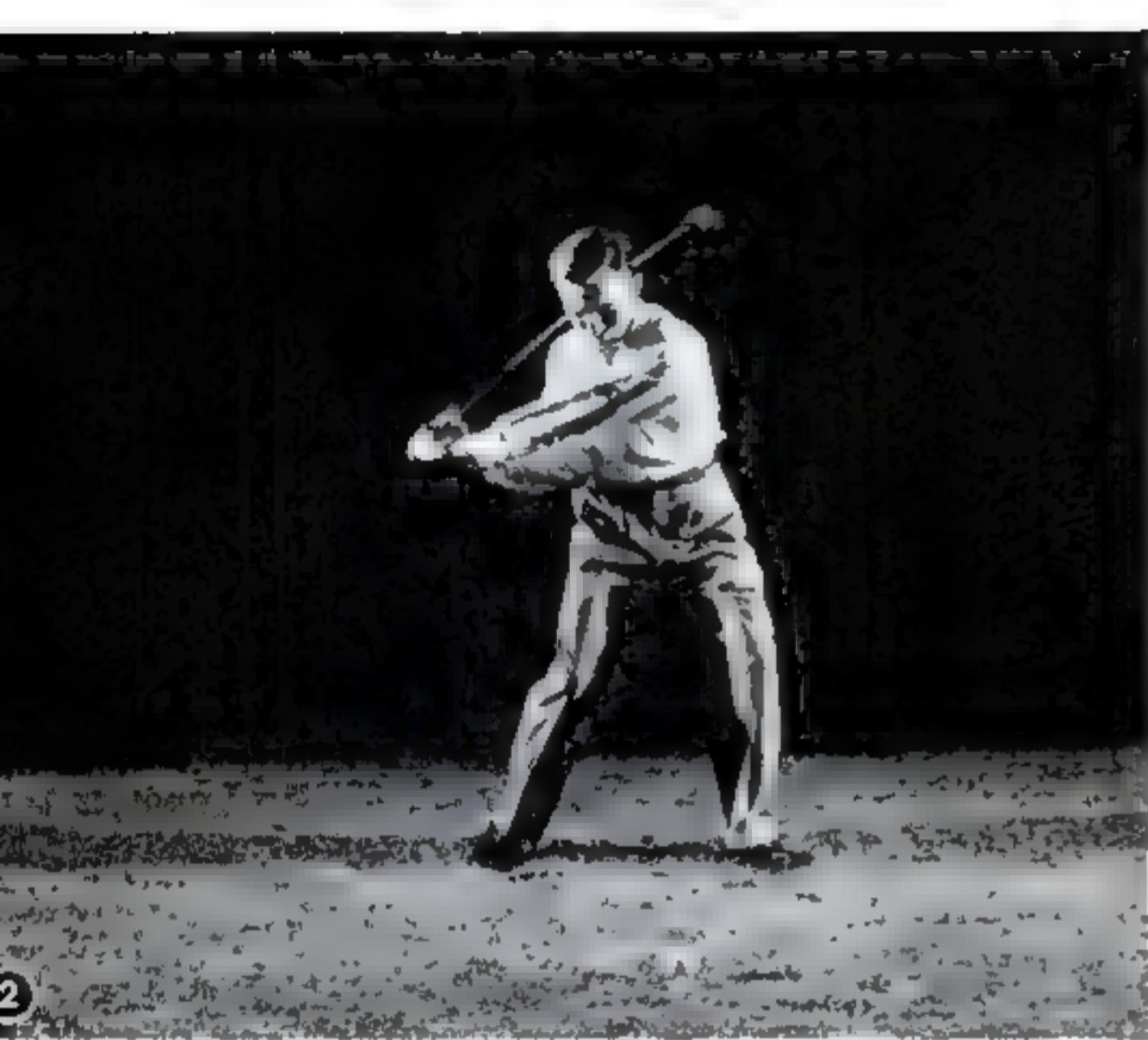
Seamprufe*

figure-proportioned slips

by height—by bust—in figure proportioned types



HOGAN'S STROKE is as smooth as a machine. At the upswing (No. 1) he brings his left arm well back, keeps left elbow straight. On the downswing (Nos. 2, 3, 4) his right arm describes a full arc and he completes the swing



of his weight to the left leg at the moment of impact. His body does not turn until the club head is past the tee (No. 5). At finish of follow through (No. 6) Hogan's right elbow is not bent and his arm is at a right angle to the fairway.

CONTINUED ON NEXT PAGE



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Sweet molasses"

Brer Rabbit

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Gold Label Brer Rabbit is highest quality, light molasses. Deliciously mild—and sweet. Over 60% natural sugar!

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Brer Rabbit Molasses

Rich in Iron
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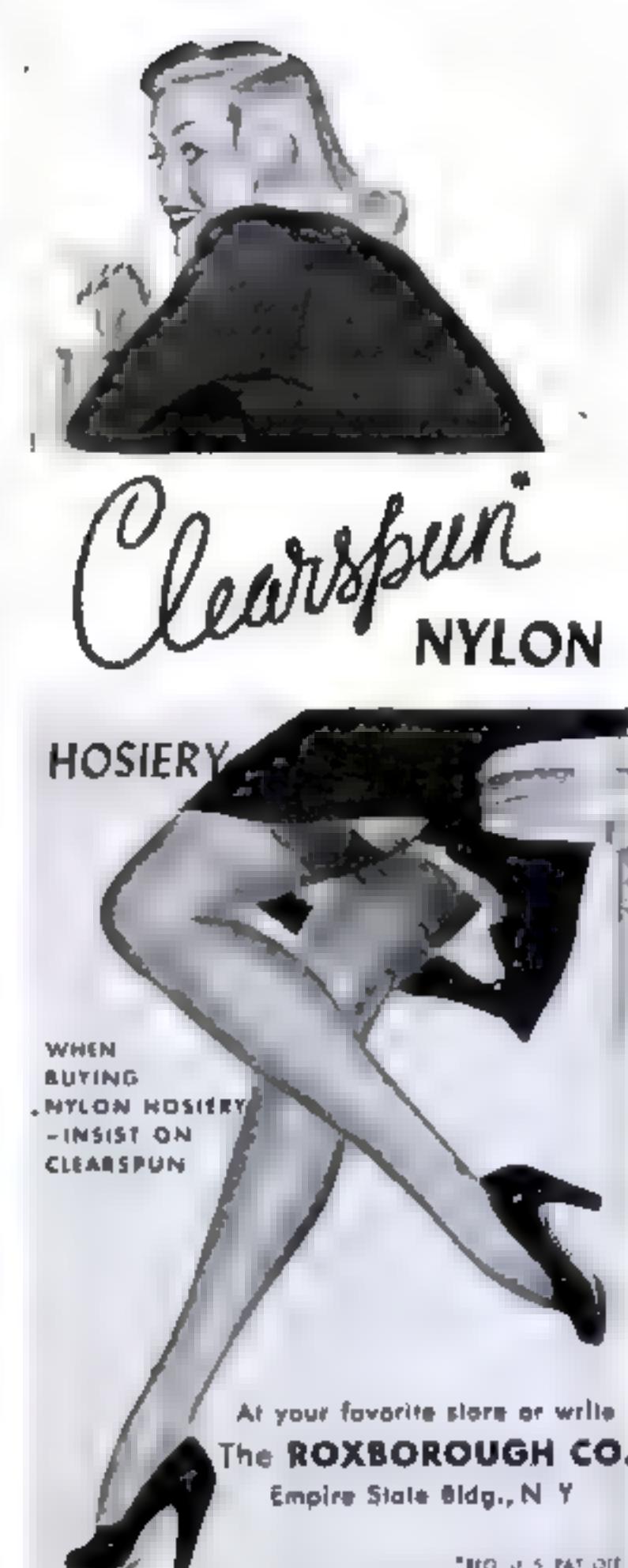
HOGAN'S SMOKING is chain style. Naturally high-strung, he consumes almost a pack in 18 holes, claims the more nervous he is the better he plays.



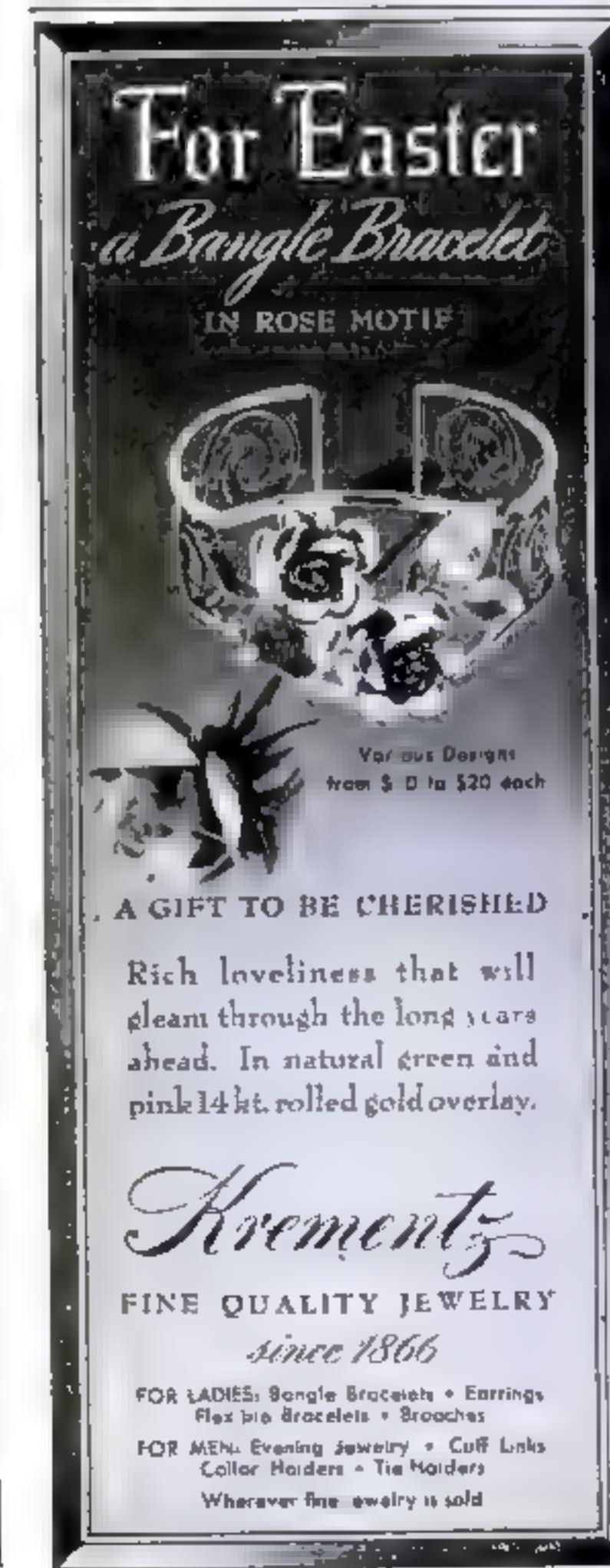
HOGAN'S GRIP for woods and irons is overlapping style. Unlike most golfers, he refuses to wear a glove and 22 years of playing have callused his hands.



HOGAN'S CLUBS include 4 woods, 11 irons and a putter. He is constantly adding refinements to them, such as dabs of lead to give them better balance.



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How to make a meal a Masterpiece!

To be tempting, appetizing, and nutritious—those are the three "musts" for a meal that can truly be called a masterpiece.

But flavors and vitamins in raw foods have a way of escaping. Serious nutritional losses often occur in storage and during transit from distant fields to your kitchen. Even in the home, these precious values are so often "cooked away."

But when food is packed in cans, those values are sealed in. That's why food authorities* agree, you can trust foods in cans.

*See *Senate Committee, 1950, on Food Research*

Gourmet's Delight...tomato soup, crackers, veal loaf, peas, onions, sliced pineapple, pumpkin and almonds for pie, coffee...and they all come to you in cans.

Always in Season

With their freshness, flavor and vitamins *sealed in*, the canned fruits and vegetables at your grocer's tell you that in canned foods nothing is "out of season." These delicious foods, so nutritious and convenient to serve—so reasonable in price—are available all year round in almost unlimited variety.

Garden of Eat'in'

What a cozy feeling it is to know that on your pantry shelves there is a wide variety of delicious foods packed in cans. You know, each individual can is really a miniature "pressure cooker" that captures flavors and food values—and *holds* them for you! Processed canned foods don't require refrigeration until opened.



Stuffed Veal Loaf

Place a savory rice stuffing between slices of canned veal loaf, and bake in oven until well browned. Delicious and *different!* No wonder women are proud to serve foods packed in cans. With lightning speed today's modern canning methods pop foods into cans and cook them while they're farm-fresh—full of fine flavors and precious nutrients.

FOODS YOU BUY IN CANS ARE

SAFE from dirt, germs, odors.

SAFE from air, light, moisture.

SAFE even after a can is opened
—because in the canning process, both the can and its contents are sterilized. Simply cover the top and place in the refrigerator.

BECAUSE

No other container protects like the can



LEE ANDERSON SWIMS INTO LIVING ROOM OF THE LOEWY PALM SPRINGS HOUSE WHERE FRUIT, KEPT ALONG POOL EDGE FOR A GUEST'S REFRESHMENT, SOMETIMES ROLLS INTO THE WATER

A HOUSE TO SWIM IN

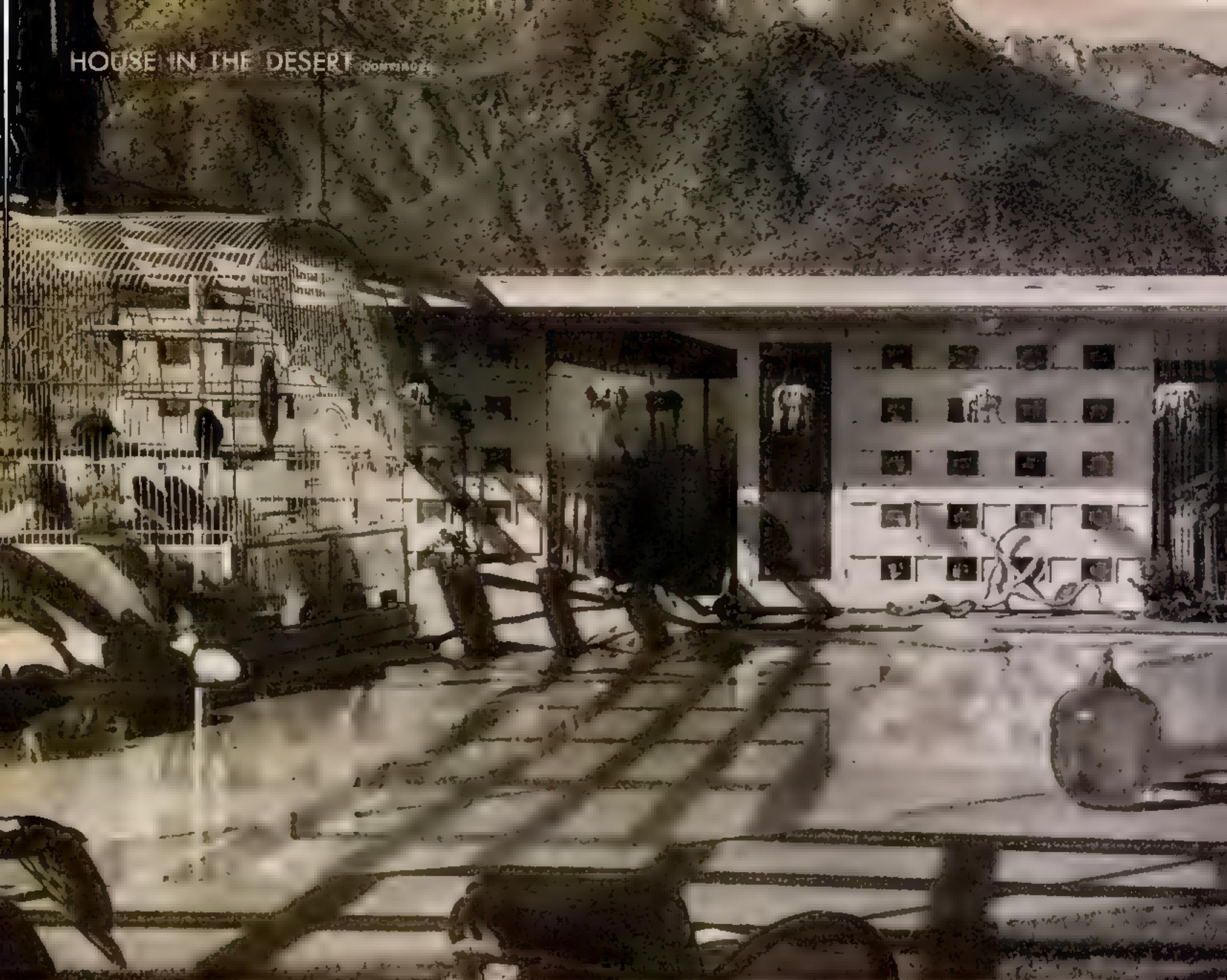
IT IS A PARADISE FOR RAYMOND LOEWY AND HIS FRIENDS

Standing on the desert in Palm Springs, Calif. is an unusual new house. Small and simply built, it can be maintained with only one servant, yet it provides Owner Raymond Loewy and his friends with more fun, luxury and pleasant living than a big mansion. In building his house Industrial Designer Loewy selected a locality where winter days are brilliantly hot, the nights cool, the air sparkling dry. Around a swimming pool whose shape was dictated by five big boulders, he erected a one story structure with huge glass walls, some of which slide open to admit unfiltered sunshine and even a part of the pool (above). He arranged for ample cross ventilation, picturesque lighting effects and a drip-drip of water into the pool to break

the desert's nocturnal stillness. The result is a jewel-like example of modern architecture and a new, comfortable way of life in the traditionally inhospitable desert.

In this house Loewy vacations in lazy, health-building content. On weekends friends come in for a drink and stay to splash in the pool, lie in the sun or just wander in and out of the bright, airy rooms. The rest of the time Loewy moves from his bed to a morning swim with a minimum of effort and clothing, dines casually in or outdoors and finds on every hand vistas carefully planned to induce carefree relaxation. Four rooms, two baths, servant's quarters, pool and solarium, he finds, make the desert wilderness paradise enough.

HOUSE IN THE DESERT



MASTER BEDROOMS (on either side of checkerboard grille) open on the walk surrounding the pool. In the morning a few steps take Owner Lewy (standing at right) from his

bed to his pre-breakfast dip. Living room is at right; behind Lewy. The pool's water can be so cold from the high country sun, the background, is then heated up. The



SATURDAY GUEST Barbara Brown of Palm Springs sips beside the pool, which graduates to depth of 5½ feet

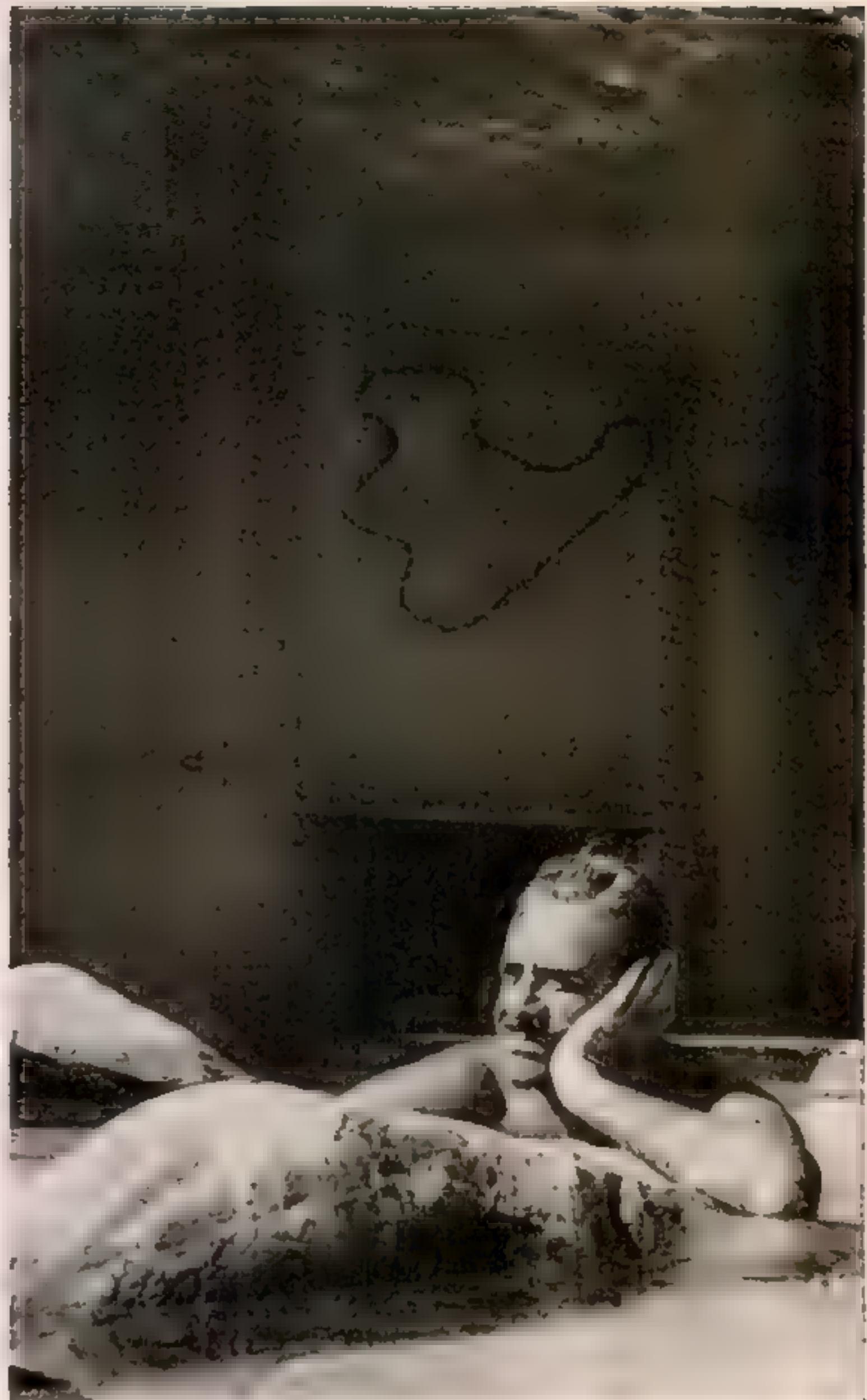


DESERT AND POOL Blend together on south side of house. Here Lewy (in shorts) watches the swimmers

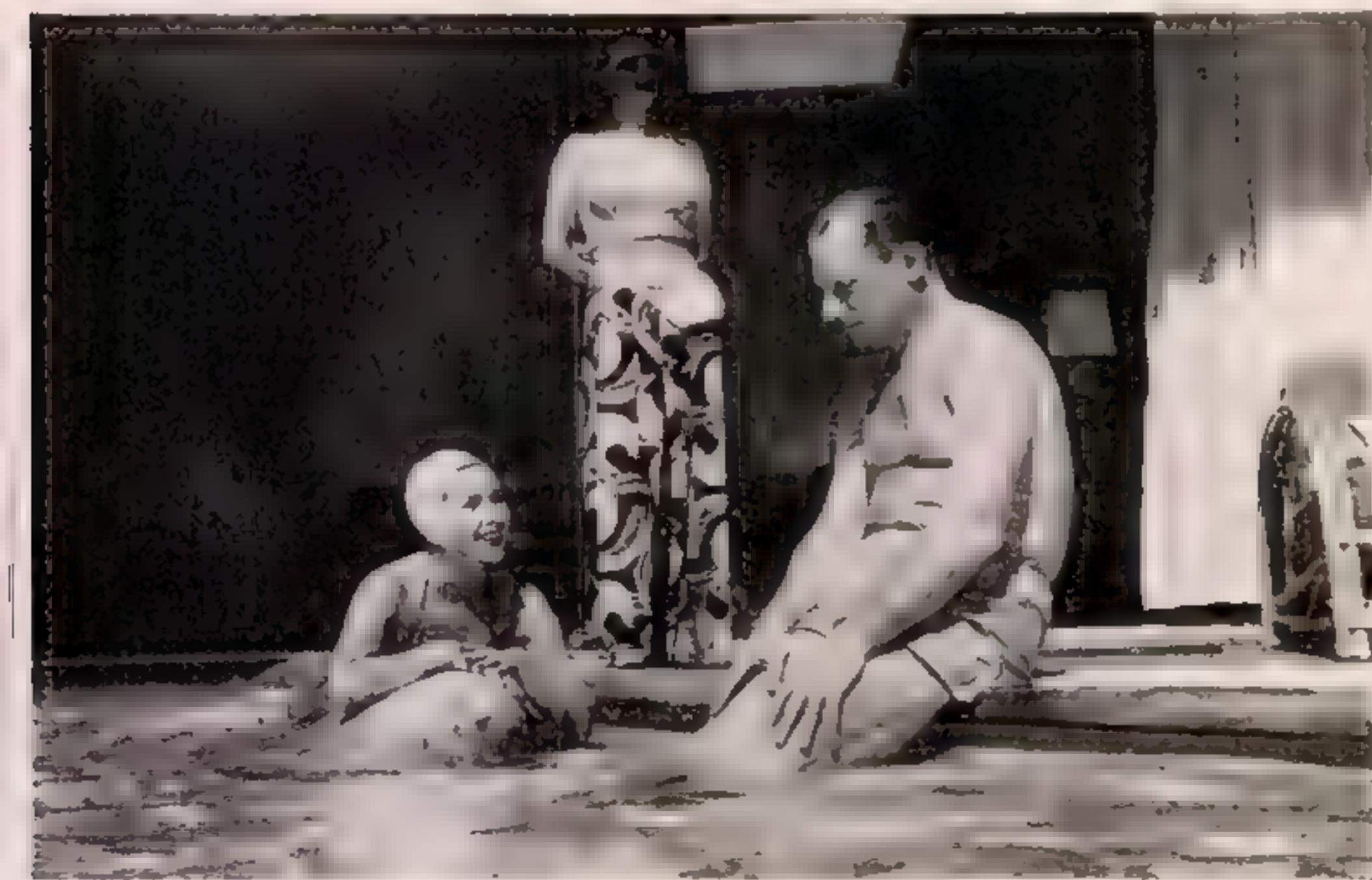
Cactus (right background) is an Arizona plant, weighs ton and a half. Water in bottom is color of desert flowers



atmosphere of restful informality is heightened by lounge chair-, twirling birds (left) and such indigenous souvenirs as a tangle of ironwood (center), desert cacti and plants.



RESTING ON A BOULDER in his pool, Raymond Loewy surveys his new house. Behind him is the living-room fireplace above which is a big flat slab of desert rock.



AMPHIBIOUS LIFE becomes a reality when house and water are so close together. Here Lee Anderson, an Eng-

lish divorcee, chats with Jack Kriendler, proprietor of New York's famed "2L," while Mrs. Don Wilson looks on.



LOUNGING AND SUNNING at pool are (foreground) Tennis Star Eleanor Cushingham, Mrs. Wilson, Kriendler,



AT DUSK the interior illumination of the bedroom and bath (behind grill at right) creates a bright pattern of squares on the pool's surface. This was done purposely as part of Loewy's plan to make *Tierra Caliente*, which is what he calls the house, look beautiful

at all hours. The cactus at left is illuminated to add to the feeling of quiet repose. Wood trim shown here and used throughout the house is pecky cypress, a wood selected by Loewy for its exact duplication of desert color and textures. Note skull on the boulder.



AT NIGHT floodlights illuminate the pool and the patio. The glass walls of the living room (background) have been pulled aside and a guard rail is being set up along the edge of the pool so that guests won't absent-mindedly back into the water. For exceptionally

cool nights, the house has electric heaters built into all rooms. In the day time a special solarium (opposite page), whose walls slant outward at the angle of the winter sun, provides both shadowless sunshine and a screen for nude or nearly nude sunbathing.



TENNIS STAR ELEANOR CUSHINGHAM
LOOKS OUT FROM LOEWY'S SOLARIUM



INGRID OF LORRAINE

THE COMPLICATED PERSONALITY OF MISS BERGMAN IS EXAMINED BY HERSELF AND HER FRIENDS

BY LINCOLN BARNETT

WHEN Ingrid Bergman opened her current Broadway engagement in *Joan of Lorraine* it became evident she had attained her majority as a ranking actress of the American theater. As far as motion pictures are concerned, polls have rated her No. 1 feminine star of the year. This judgment is now confirmed by New York's drama critics. Although they often disdain Hollywood talent, they have saluted Miss Bergman with unprecedented enthusiasm for her performance as *Joan of Arc*, a part which it has been her lifelong ambition to play.

Joan of Lorraine was written by Maxwell Anderson, author of a dozen notable dramas, many of them in verse. It incorporates the well-known theatrical device of the "play within a play." It starts with a group of contemporary actors in an empty theater rehearsing a play about *Joan of Arc*. This device gives Anderson an opportunity to engage in long analytical discussions of *Joan* and her character and also to present important episodes in her life. The accompanying closeup of Miss Bergman employs the same device. In Scene I she is observed and examined by her associates. In Scene II she speaks for herself.

SCENE I

*The scene is the stage of the Alvin Theater in New York. The evening performance of *Joan of Lorraine* has just ended, the stagehands have struck the set, electricians have planted the usual work light in the center of the stage. Here and there groups of people stand talking quietly; most of them are guests who have come backstage to greet friends in the company; some are well-known Hollywood personages. Two actors, in street clothes, emerge from the dressing rooms and stroll downstage. As they near the proscenium the INQUISITOR enters from the wings and intercepts them. He is a dapper fellow in his middle 30s, balding, with a tense manner and alert gray eyes. Like the Inquisitor in *Joan of Lorraine* he is perceptive, unbiased, a seeker after truth.*

INQUISITOR. Just a minute please, Mr. Wanamaker.

SAM WANAMAKER [who plays the male lead opposite Miss Bergman; he has a black mustache and looks like Thomas E. Dewey] Yes? What can I do for you?

INQUISITOR. You've been with this company since last fall. You're in most of the big scenes. And I understand you also helped stage the production.

WANAMAKER [modestly] That's right.

INQUISITOR. Well, what I want to know is: how do you like Bergman?

WANAMAKER. How do I like her! I'm in love with her.

INQUISITOR. Does your wife know that?

WANAMAKER. She's known it for years. Every time we saw one of Ingrid's pictures she'd get jealous because I'd come out yelling, "Here is the greatest, the most beautiful, the most wonderful actress in the world." And when I signed for this play I said to Charlotte, "Darling," I said, "I love that girl." It made her feel kind of funny.

THE QUESTION—what is Ingrid Bergman really like—is considered by Miss Bergman and some of her associates. Regarding her in background are (left to right) Joseph Steele, her manager; Phyllis Loughton, a friend; Actor Romney Brent; Director Lewis Milestone; and Sam Wanamaker, male lead in *Joan of Lorraine*.

INQUISITOR. And how did it make you feel?

WANAMAKER. When we went into rehearsal, I was struck dumb. For three days I couldn't look her in the eye, I couldn't read my lines. But—well, she was so charming—she's got such beauty of personality, such beauty of soul, such...

INQUISITOR. Come, come, Mr. Wanamaker. No predicate? How about you, Mr. Brent? What's your opinion?

ROMNEY BRENT [an experienced actor who plays the

Dauphin] She has enormous charm and simplicity of manner. She's genuine, self-effacing and considerate. Sometimes I think she really is *Saint Joan*.

INQUISITOR. What is this? A fan club?

WANAMAKER. Well, ask Max Anderson. He's the author.

INQUISITOR. Mr. Anderson, some very big stars have been in your plays—Helen Hayes, Katharine Cornell, Lillian Gish. Tell me, how does Bergman stack up?

MAXWELL ANDERSON [a large contemplative man with a weakness for iambic pentameter]

Never in my experience of plays
And players have I known a temperament
So equable, combined with talent pure
As hers. Most lovable and likable,
She actuates a fluent native gift,
An incandescent genius that transcends
Technique. Yet she displays no attributes
Of stardom save surpassing artistry.

INQUISITOR. Well, that scans nicely. Can you be a little more specific? Here she was No. 1 star in Hollywood—didn't she let you know it? How did she take direction from—if you'll forgive me—less glittering personalities?

ANDERSON. She accepts direction with becoming grace
And frequently seeks more. I can recall
Moments of indecision when she turned
To me and asked, "How do you want this played?"
Or, "How did you first visualize this scene?"
Too often I could not dispel her doubt.
My drama springs more from my poet's ear
Than from my somewhat less electric eyes.

INQUISITOR. Okay. Bergman bags Broadway. How about Hollywood? Now by a very curious circumstance I think I see some West Coast characters over there. Gentlemen, what can you tell me about Ingr...

VICTOR FLEMING [who directed Miss Bergman in *Dr. Jekyll and Mr. Hyde*] She's an angel.

SAM WOOD [who directed her in *For Whom The Bell Tolls*] A fine, wholesome...

GREGORY RATOFF [who directed her first two pictures in the U.S.] She is sensational.

CARY GRANT [who starred with her in *Notorious*] I said it before, I'll say it again. I think the Academy ought to set aside a special award for Bergman each year whether she makes a picture or not.

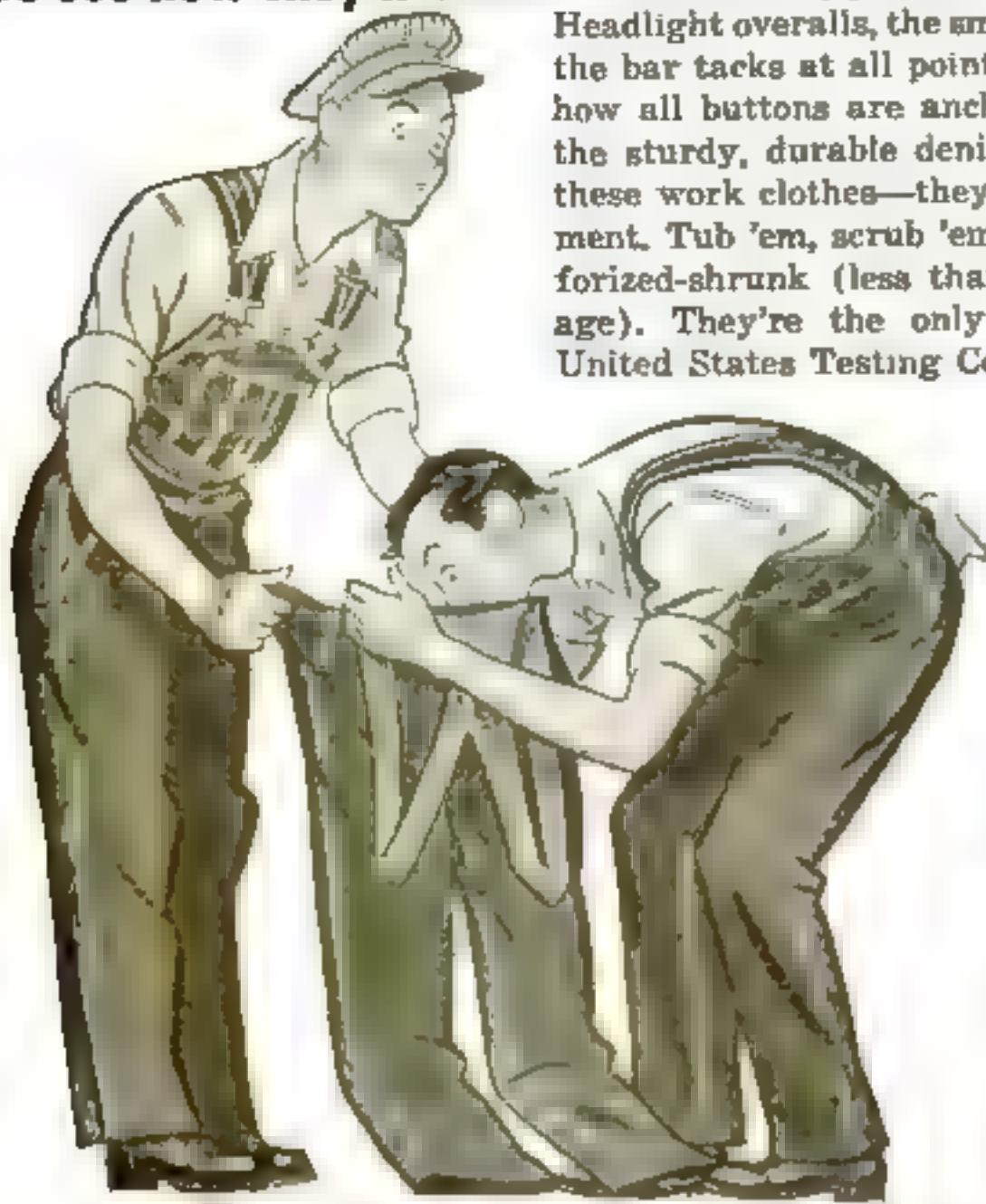
INQUISITOR. Okay. Okay. How about you, Mr. Selznick? You brought her over from Sweden in the first place. And you had her under contract for—six years, wasn't it?

DAVID SELZNICK. Leave me out of this. Everyone knows how I felt

BE CURIOUS

about what's inside...

to see how they'll wear



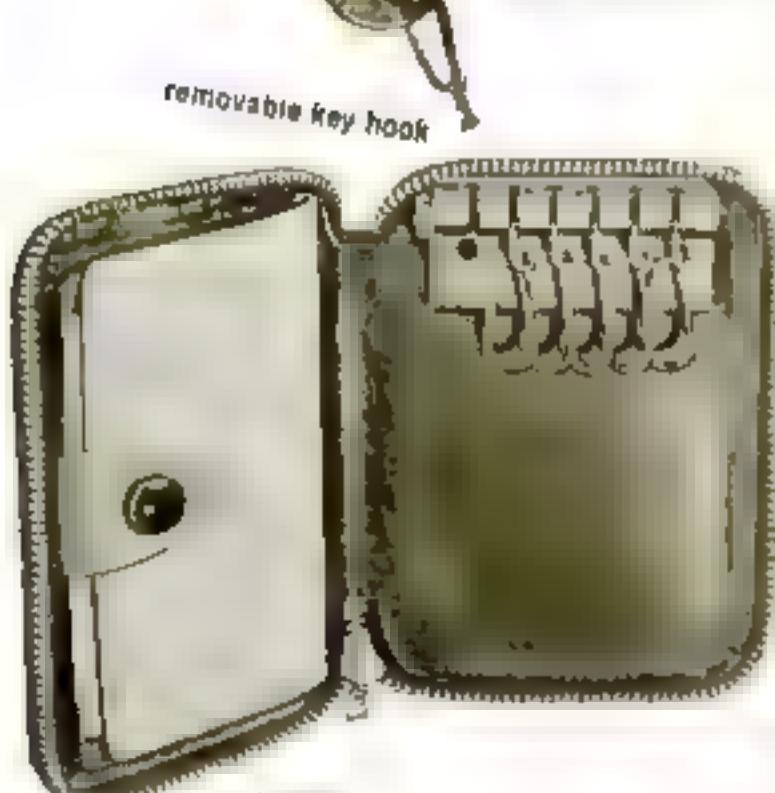
See the strong precision stitching in Crown or Headlight overalls, the smooth reinforced seams, the bar tacks at all points of strain. See inside how all buttons are anchored down. Then feel the sturdy, durable denim. Stretch, pull, scuff these work clothes—they welcome rough treatment. Tub 'em, scrub 'em at will—they're Sanforized-shrunk (less than 1% residual shrinkage). They're the only overalls certified by United States Testing Co.



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MILANO
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INGRID

CONTINUED

when she went on her own. Let's just say I wish her all possible success.

INQUISITOR. So you won't talk, eh? Well Mr. Brackett here has reason to feel aggrieved too. Didn't you try to sign her for your next picture, Mr. Brackett, and didn't she turn you down?

CHARLES BRACKETT [writer, producer of *The Lost Weekend* and other Paramount hits] Yes, but her reasons were unexceptionable. For all I know she's a pretty flawless lady, just about the solidest person in Hollywood.

INQUISITOR. O that this too, too solid . . . forget it. Well with the possible exception of Mr. Selznick there doesn't seem to be a dissenting voice between here and Vine Street.

A VOICE. Oh yes there is!

[A muffled figure looms in the shadows by the proscenium. Its voice is strident, epicene; sex uncertain.]

INQUISITOR. What's your name? Your voice sounds vaguely unfamiliar.

VOICE. Never mind my name. Nobody uses my name. Just say you learned from a Reliable Authority, or Good Authority, or Well-informed Source—and remember whatever I tell you is off the record and purely for background purposes. You'll undoubtedly repeat everything I say but for God's sake don't attribute it to me. I'm just trying to help you out, understand?

INQUISITOR. Oh sure, thanks a lot. Now about Ingrid . . .

RELIABLE AUTHORITY. Well, ahem . . . [furtively] This is just my personal opinion and you can take it for what it's worth, but you know this feeling people have about Bergman is really ridiculous.

INQUISITOR. How do you mean?

RELIABLE AUTHORITY. Well, you know, everybody says isn't it wonderful this great actress—and she's a good actress, I'm not denying that, a little cold maybe but technically about perfect—everyone says isn't it wonderful she's so simple, so sweet, so straightforward. Hell, she's been sublimated. She's become Saint Ingrid. And does she love it! Listen, this is strictly *entre nous*, understand, but Bergman is the No. 1 egotist in Hollywood.

WANAMAKER. I don't believe that. Do you know when we began staging *Joan of Lorraine* she fought against an entrance? It was unbelievable—a star not wanting an entrance. Does that sound like egotism?

INQUISITOR. Why didn't she want an entrance?

WANAMAKER. Well, she said everyone else was on stage when the curtain went up and it was logical for her to be there too. She felt an entrance wasn't truthful to her role. We all argued with her for weeks.

ANDERSON. And I as playwright urged her to indulge The audience, to grant her partisans Occasion to applaud when, honey-haired, Serene and sovereign, she should stride alone Upon the stage. She said, "Let them applaud, If they desire, when the play is done."

INQUISITOR. Okay, the question stands: does that sound like egotism?

RELIABLE AUTHORITY. Don't be naive. It's all part of her act. Now look here, I don't want to be quoted on this, but Ingrid's too smart to go Hollywood. She didn't go Hollywood, she went heavenly—the old aloof act—it goes over big with men, but it burns other women. Of course you know the Hollywood Women's Press Club voted her the most uncooperative actress of the year.

LOUELLA PARSONS [Hollywood columnist for Hearst] Personally I have never found Ingrid to be anything but most cooperative.

RELIABLE AUTHORITY. Oh, Louella, everyone cooperates with you. All I'm trying to say is, and this is just between us girls, understand, Bergman simply ain't the candid, artless, unspoiled, Dresden china, sweet-simple-and-soapflakes kind of milkmaid people think she is. Take her clothes for instance.

INQUISITOR. Take her clothes?

RELIABLE AUTHORITY. Supposedly she doesn't care about clothes—she's a bad dresser. But it's my observation that she's a very cagey dresser. Look at those low-heeled shoes. Why does she wear them? Because she's too tall for her leading men. And those dirndls—could it be her hips are too big?

JOE STEELE [a wiry dark-haired man who has been Miss Bergman's manager for the last four years] Listen, you! I know for a fact Miss Bergman doesn't care a damn for clothes. She wears low-heeled shoes because they're comfortable and she likes to walk a lot. And as for your other snide suggestion, have you seen her in this show? She wears tights. And I might add she turned down the original costumes, which were a whole lot more becoming, because they

CONTINUED ON PAGE 122



De Luxe:
specially
elegant...
uncommon.

WEBSTER

WALKER'S DE LUXE is a straight Bourbon whiskey, 6 years old;
elegant in taste, uncommonly good—a Hiram Walker whiskey.

INGRID CONTINUED

weren't authentic. Same with her hairdo—it doesn't flatter Ingrid, but it's right for Joan of Arc.

INQUISITOR. And that's more important?

RUTH ROBERTS [Miss Bergman's English coach and close personal friend since her arrival in the U.S. eight years ago] It is to her. She's dreamed of playing Joan ever since she was a young girl, and she's studied every painting and statue of Joan ever made. Every gesture she uses in the play is based on some artist's or sculptor's conception.

STEELE. And she's read everything. Outside of historians she probably knows more about Joan of Arc than anyone in the country.

MRS. ANDERSON [a pert, vivacious lady, formerly an actress] I know she felt Max hadn't read enough about Joan. There were a number of points she corrected him on.

ANDERSON. Bowing to her perceptive scholarship,

I ceded my conceptions more than once
And shuffled situations, speeches, scenes,
When she, armored in history, declared,

"But Joan did thus and so; her words were these."

SAM WOOD. She also doctored *For Whom The Bell Tolls*. One good scene from the book had been left out of the script. She called my attention to it and we put the scene back in. I told her at the time, "The trouble with you, Ingrid Bergman, is you think."

RELIABLE AUTHORITY. She thinks all right. I don't suppose it ever occurred to you that that scene gave Bergman a fine dramatic bit, solo, no one else around, just Bergman and her public.

INQUISITOR. Doesn't any actor read a script subjectively? But listen, what I really want to know is why did Bergman leave Hollywood? Mr. Selznick?

SELZNICK. Ask her.

INQUISITOR. Anyone else?

MRS. ANDERSON. I'll tell you our side of it. Max had no idea how Ingrid felt about Joan. But all the time he was writing he kept thinking of her in the part. So when he finished he asked her if she'd like to do a play about Joan of Arc. Ingrid gasped, "Joan of Arc! But of course you know I've always wanted to play Joan of Arc." Max said no, he'd just thought she'd be right for the part. "But I've wanted nothing else," she said. So a few days later, against everyone's advice, she signed up.

ANDERSON. The signing was an impulse, catalyzed
By California's coruscating sun
And consummated lightly on the beach. . . .
As we reclined, inert, lulled by the deep
And drowsy diapason of the sea,
I murmured idly that I'd chanced to bring
The contracts with me. "Let me see them now,"
She importuned. "Give me your fountain pen.
The day is halcyon, the ocean fair.
What better time to sign than this?" And so
'Mid these bright auspices I watched her kneel,
Affix her signature and close the deal.

LEWIS MILESTONE [who directed her in *Arch of Triumph*] I told her she was crazy. I said, "Why take a beating? Here you are top star in Hollywood. Do you know what you're getting into? Endless rehearsals. Cold, drafty theaters. Monotony. You're laying yourself wide open to the critics. And for what?" Do you know what she said? "It's good discipline."

INQUISITOR. How about the dough?

STEELE. She never worries about dough. For years she only got \$20,000 a picture while other stars were making 10 times that much. *Arch of Triumph* put her in the big money but she didn't care—her salary went into a joint account with her husband. One day she happened to see her weekly paycheck. "Do I get all this money?" she asked me. "Why that's more than I got for a whole picture in Sweden."

RUTH ROBERTS. We went shopping the other day, and when she had a nice outfit all picked out she asked me, "Can I afford it?"

RELIABLE AUTHORITY. Don't feed me that. Bergman's a thrifty Scandinavian, though I wouldn't want you to repeat it as coming from me. Well, you can say I said she's a Scandinavian. But look here. A lot of people think her husband's the brains behind Bergman. What say, Selznick?

SELZNICK. As a businesswoman Miss Bergman is unsurpassed.

STEELE. On the contrary, it's costing her about \$400,000 to do this play. If she stayed in Hollywood she'd probably make that much in the next six months. What she's getting here is buttons—and for a lot of hard work.

INQUISITOR. How about the hard work? How does she take it?



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MONEY ISN'T EVERYTHING- (OR IS IT?)



BY GROUCHO MARX

WHAT do you want to save up a lot of money for? You'll never need the stuff.

Why, just think of all the wonderful, wonderful things you can do *without* money. Things like—well, things like

On second thought, you'd better keep on saving, chum. Otherwise you're licked.

For instance, how are you ever going to build that Little Dream House, without a trunk full of moolah?

You think the carpenters are going to work free? Or the plumbers? Or the architects? Not those lads. They've been around. They're no dopes.

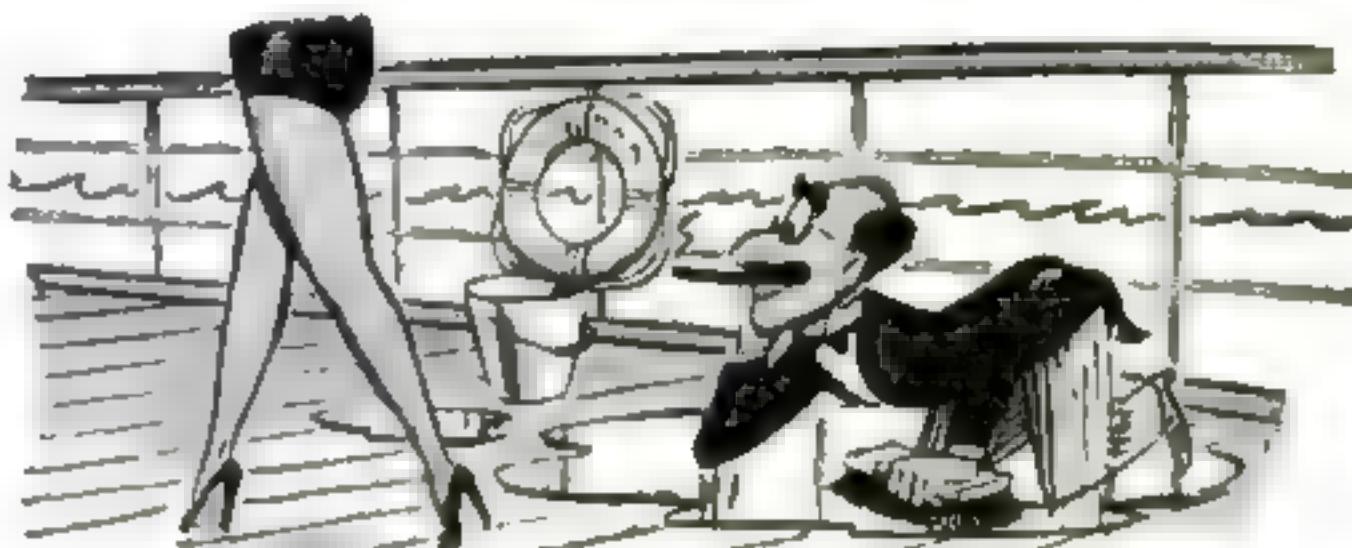


And how are you going to send that kid of yours to college, without the folding stuff? Maybe you think he can work his



way through by playing the flute. If so, you're crazy. (Only three students have ever worked their way through college by playing the flute. And they had to stop eating for four years.)

And how are you going to do that world-traveling you've always wanted to do? Maybe you think you can stoke your way

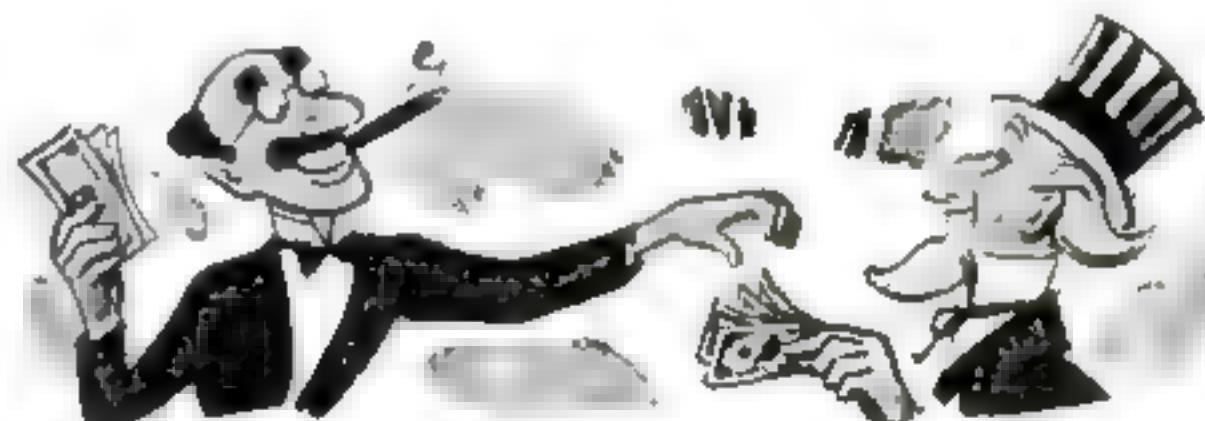


across, or scrub decks. Well, that's no good. I've tried it. It interferes with shipboard romances.

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WANAMAKER. She eats it up. We used to rehearse 14 hours a day. Even after the opening we rehearsed mornings and all day Sunday. I never heard her complain once.

RELIABLE AUTHORITY. You people have your facts straight for a change. But you haven't analyzed them. Of course Bergman works hard. Her preoccupation with her work—with herself you might say—is prodigious. Now confidentially her mind is so canalized it's fantastic, it's not normal. She never thinks of anything but herself.

WANAMAKER. I disagree. I've never known anyone more thoughtful of other people.

STEELE. How about those bond rallies and USO tours she made during the war? She went to Alaska, France, Germany....

BERRY KROEGER [who plays Chartier in *Joan of Lorraine*] And there was that day just before we opened in Washington when Mr. Anderson broke the news that the Lisner Auditorium didn't admit Negroes. Tears came to her eyes and she said, "But a college auditorium—in the capital of this wonderful country. I can't believe it."

STEELE. And remember what she told the Washington critics—"I wouldn't have come here if I'd known." Does that sound like she was just thinking of herself?

INQUISITOR. Well, why didn't she know? What happened?

ANDERSON. Too late we learned our sorry circumstance.

The academic theater we had leased,

A well-appointed auditorium

(Acoustically inferior but clean),

Encompassed by a university

Named for our nation's great progenitor,

Enforced race segregation. Haplessly

Our premiere lay but one brief fortnight hence—

No other playhouse was available.

Dismayed I asked the Guild of Dramatists

Henceforth to hold its membership aloof

From any enterprise in any place

Where any man is barred because of race.

INQUISITOR. Add sensibility to intellect,

Heart to acumen and then integrate?

Upon this matrix of divergent traits

How have her antecedents been . . .

Hey, now you've got me doing it! I was about to direct a question to our Swedish guests who so fortuitously dropped in this evening. Miss Hoegstedt, I understand you used to work for Miss Bergman's father and now own his picture-frame and passport-photo shop in Stockholm. You knew Ingrid as a child?

ELLEN HOEGSTEDT. Yes, I remember Ingrid when she could not even see over the counter. Even then there was always a love for the theater in her. In school she was a serious and industrious student but never outstanding. Her most difficult class was French, which she mastered more by effort than talent.

INQUISITOR. How about you, Dr. Thorslav? Do you remember Miss Bergman from your days as head of the Royal Dramatic Theater School?

DR. STIG THORSLAV [pettishly] Don't people ever get tired of her? In school she was a talented but quite ordinary pupil who did not mix with her fellow students.

INQUISITOR. And what is your impression of her now?

DR. THORSLAV. She is now a very good actress, but I think her present popularity should not be ascribed to her art only. Her ladylike manners, aloofness and spotless home life are probably attractions which are rarer in the U.S. and therefore more appreciated than in Sweden.

INQUISITOR. That line about spotless home life interests me. Got anything on that—anybody?

MRS. GEORGE SEATON [who, as *Phyllis Loughton*, is a well-known Hollywood dialog director] She has a daughter Pia, who is 8 years old. We're neighbors and Pia is my little girl's best friend. They play together every day.

STEELE. Her husband, Dr. Peter Lindstrom, used to be a dentist back in Sweden. But when Ingrid came to Hollywood he went to the University of Rochester and studied medicine. Now he's one of the busiest neurosurgeons in Los Angeles. He's as much of a work horse as she is.

KROEGER. And just as ingenuous about his profession. I mean, Ingrid wants to act all the time and he wants to doctor everybody. He came east for our opening and at the party afterward he went around to different people saying, "I'm Dr. Lindstrom. I would like to meet you." And then if he found you had a cold or an ear-ache he'd go to work and write out a prescription.

ANDERSON. In Sweden, she has told me, they would rove

Together 'mid the circumambient hills—

He called these outings "walks," although in fact,

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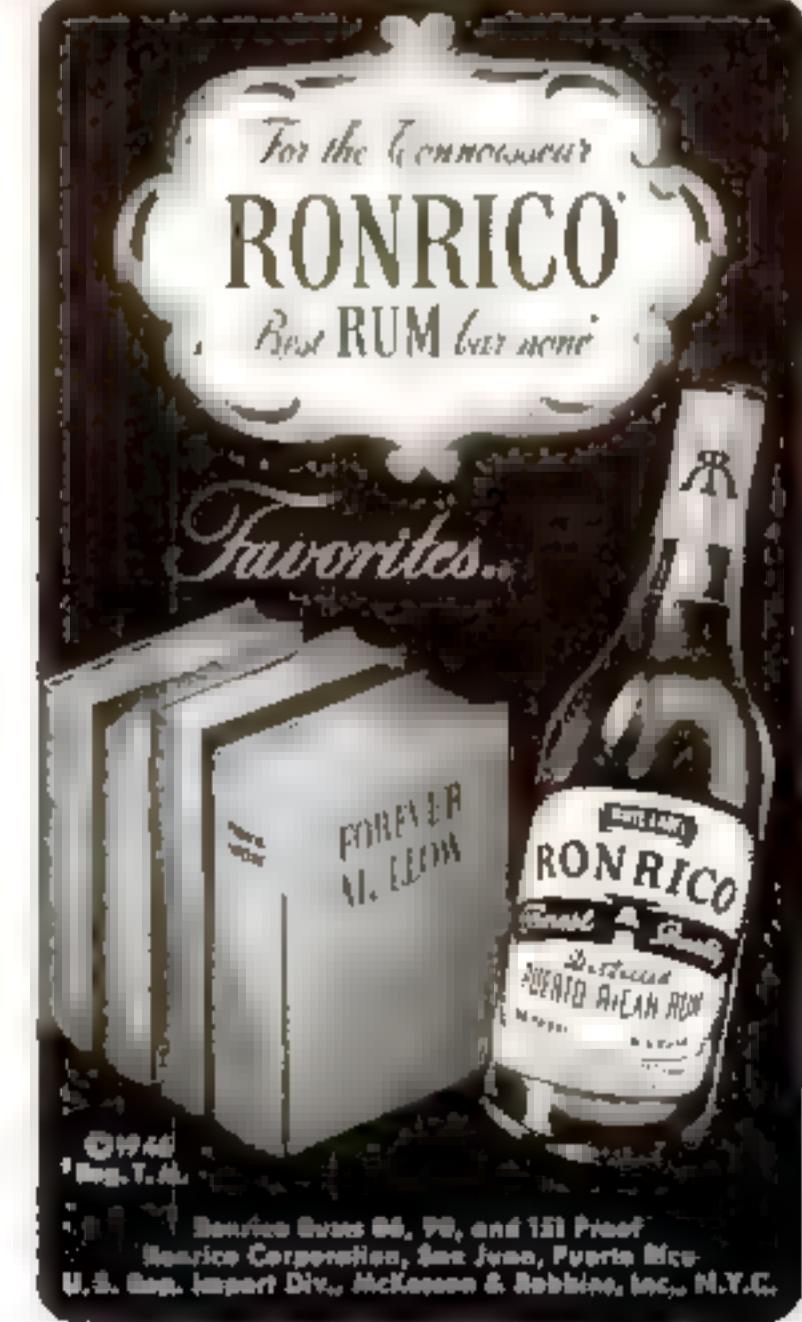
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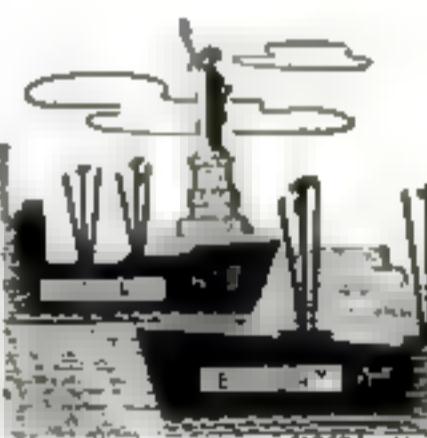
of an American tractor, pulling an American plow, turning your land back into life and productivity. The song of the black earth slipping off the plowshare speaks well and convincingly for America . . . for free men working when and where they choose, under a free economy...but *who are still able to send the world urgently needed goods.*

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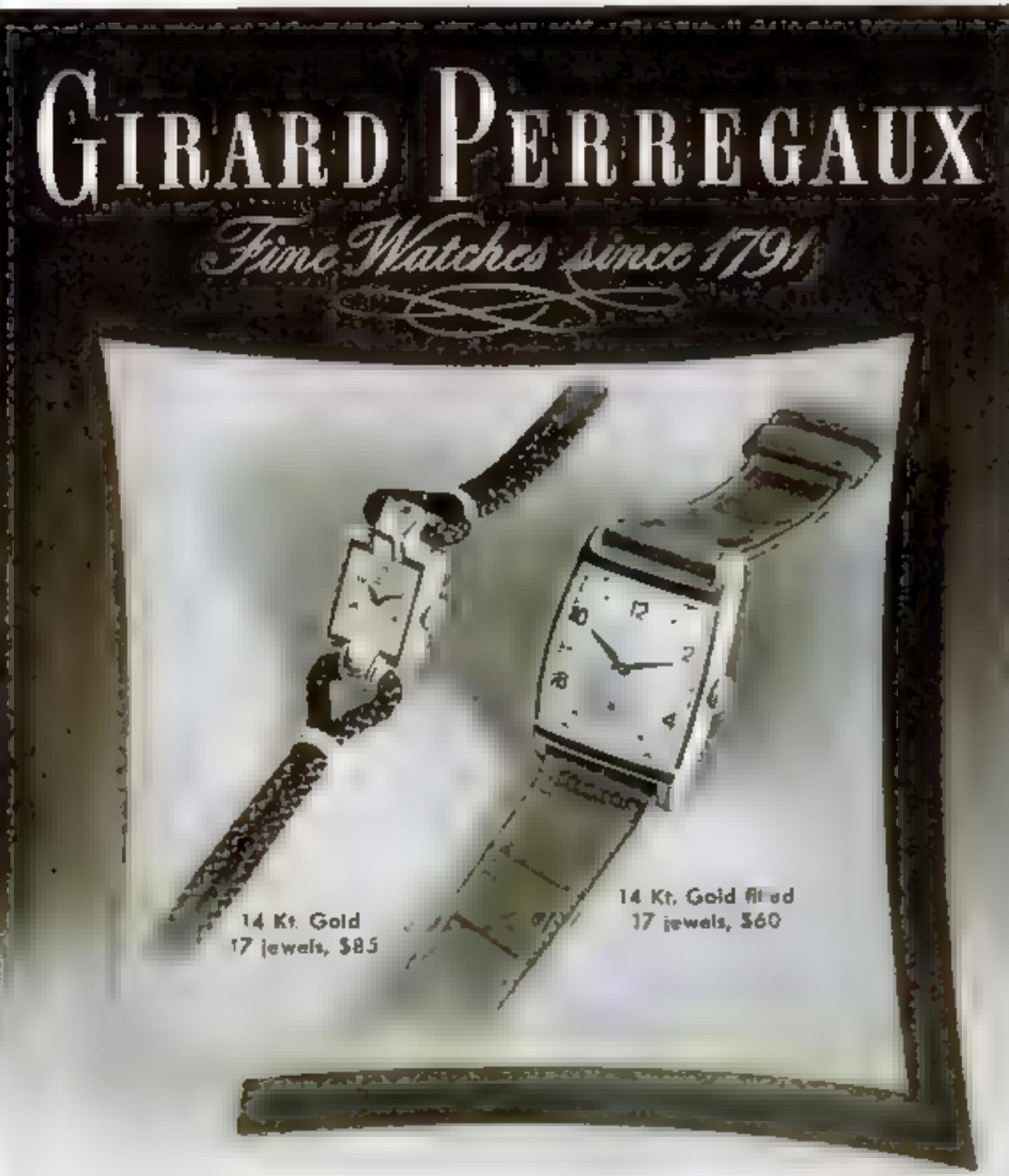
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"I COME HOME FROM THE THEATER AND IN MY MIND I AM STILL THERE

Pursuing sterner exercise, he ran,
And she beside him. Further to expend
His copious energies he bore a pack
Upon his shoulders. One day overcome
With hunger she explored its contents. Lo!
No smoky meat, no cheese, no sturgeon roe,
No aquavit, no gastronomic tricks.
The haversack held nothing but five bricks.

RELIABLE AUTHORITY. Well those days are gone forever. No more roving mid the circumambient hills for Ingrid.

INQUISITOR. What do you mean?

RELIABLE AUTHORITY. Listen, I'll let you in on something, but this is really confidential, restricted and secret. And don't tell Hedda Hopper. But all this talk about a spotless home life—well it may be spotless but where's home? Bergman's 3,000 miles from home and hasn't been there for months.

INQUISITOR. What of it? Miss Bergman and her husband are professional people. Their careers are separate, which is probably a good thing—they can't interfere with their marriage.

RELIABLE AUTHORITY. You mean they don't let their marriage interfere with their careers.

INQUISITOR. That's enough of that. You're not going to pull punch lines out of my speeches. The point is every actress has to go on the road sometime. Mr. Steele, how long will Miss Bergman be with this show?

STEELE. Till May 10th.

INQUISITOR. And then what?

STEELE. Well, she has several irons in the fire. One thing definitely in the works is a movie about Joan of Arc which she plans to produce with Victor Fleming and Walter Wanger. Mr. Anderson is writing the script. And of course she'll play Joan.

RELIABLE AUTHORITY. Joan of Arc! Joan of Arc! Doesn't she ever think of anything else? Next thing you know she'll be hearing voices.

INQUISITOR. Quiet!

ANDERSON. We hail the apotheosis of Joan,
Melpomene and Thalia guard her throne.
Hollywood's loss is now the theater's gain,
Hence canonized as Ingrid of Lorraine.

CURTAIN



WITH THE AUDIENCE BEFORE ME AND THE LIGHTS BLAZING IN MY EYES"

SCENE 2

The scene is Miss Bergman's hotel room in New York. It is midnight. Beneath the partially lowered blinds the light clusters of Central Park glitter on the black floorcloth of the night. The room is aglow with lamplight. Flowers arch from vases on two side tables. Beneath them stand framed photographs of Miss Bergman's husband and her 8-year-old daughter Pia. In a smaller triptych-like frame are pictures of her father, her mother and an aunt. A copy of Willard Trask's biography of Joan of Arc rests on a small table by an armchair.

Miss Bergman is standing at a sideboard putting ice in a glass. She is 5 feet 8½ inches tall and weighs, at the moment, 124 pounds. She looks about 25 years old; actually she is 31. Her honey-gold hair is cut in an intermediate bob with bangs. She has on flat-heeled shoes, no make-up save lipstick, no jewelry save her wedding ring. Her nails are untinted.

She strides across the room, glass in hand, and sits in the chair beside the table with the Trask biography. Lighting a cigaret she begins to meditate aloud. Her speech is rapid, her English virtually unalloyed. What nuances of her native tongue remain are apparent in occasional inflections rather than in her pronunciation of words. She soliloquizes.

MISS BERGMAN. I shall drink this drink before I go to bed. And then perhaps I'll read. I seldom go to sleep before 2 now. I come home from the theater and in my mind I am still there, keyed up, with the audience before me and the lights blazing in my eyes. . . . People think I have no temperament. Max Anderson said just yesterday he had never known an actress quite so placid. And the picture magazines call me "normal" and "simple" and sometimes "phlegmatic Swede." But that is the way I seem always when I am working. When something is wrong I cannot make a scene, I cannot rage and throw things. For to me that seems childish, it is not the way grownups behave. And I always think when people lose their temper they look funny, and so when I am angry I think to myself, will I look funny, will I lose my dignity? And I hold myself in and wait till I am home, and then I throw myself on my bed and I scream and cry. Sometimes when I do this my daughter Pia is hurt. So I have told her, "Pia, I am never angry at you. No matter what I do it is not because of you." Then one day I came home from the studio very upset and I shut myself in my bedroom and cried and

CONTINUED ON NEXT PAGE

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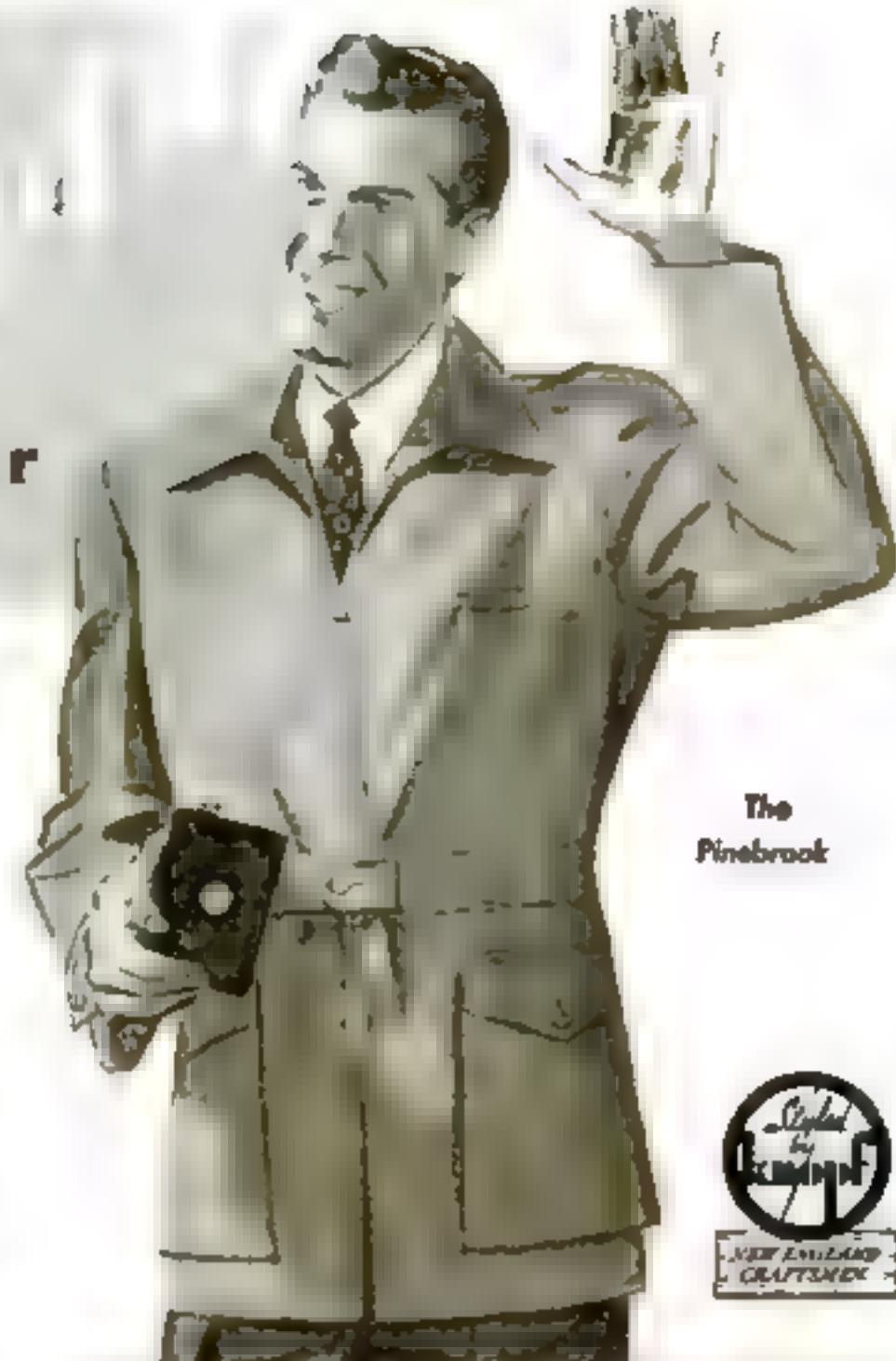
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INGRID CONTINUED

cried. Soon I heard the door open and I knew Pia was there. I looked up at her and she looked down sadly at me. And then she said, "I forgive you, Mother."

It is so hard for me ever to extend myself to people. It is hard for any Swede because our language is formal and filled with reticence. We talk always in the third person. We say, "Will Mr. the Minister have a cup of tea?" And when I first came here and heard Americans joke with taxi drivers and waiters and call them Mac and Old Boy, I asked myself, can I ever talk that way? My USO trips helped me, but I am still self-conscious meeting people and when I am at parties, I'm so much more at home when I am on the stage in costume, acting. Maybe it is because I was alone always as a child. I had no playmates so I imagined people and acted with them. I have wanted to be an actress as long as I can remember. And I had a wonderful imagination, so I would close my door and fill my room

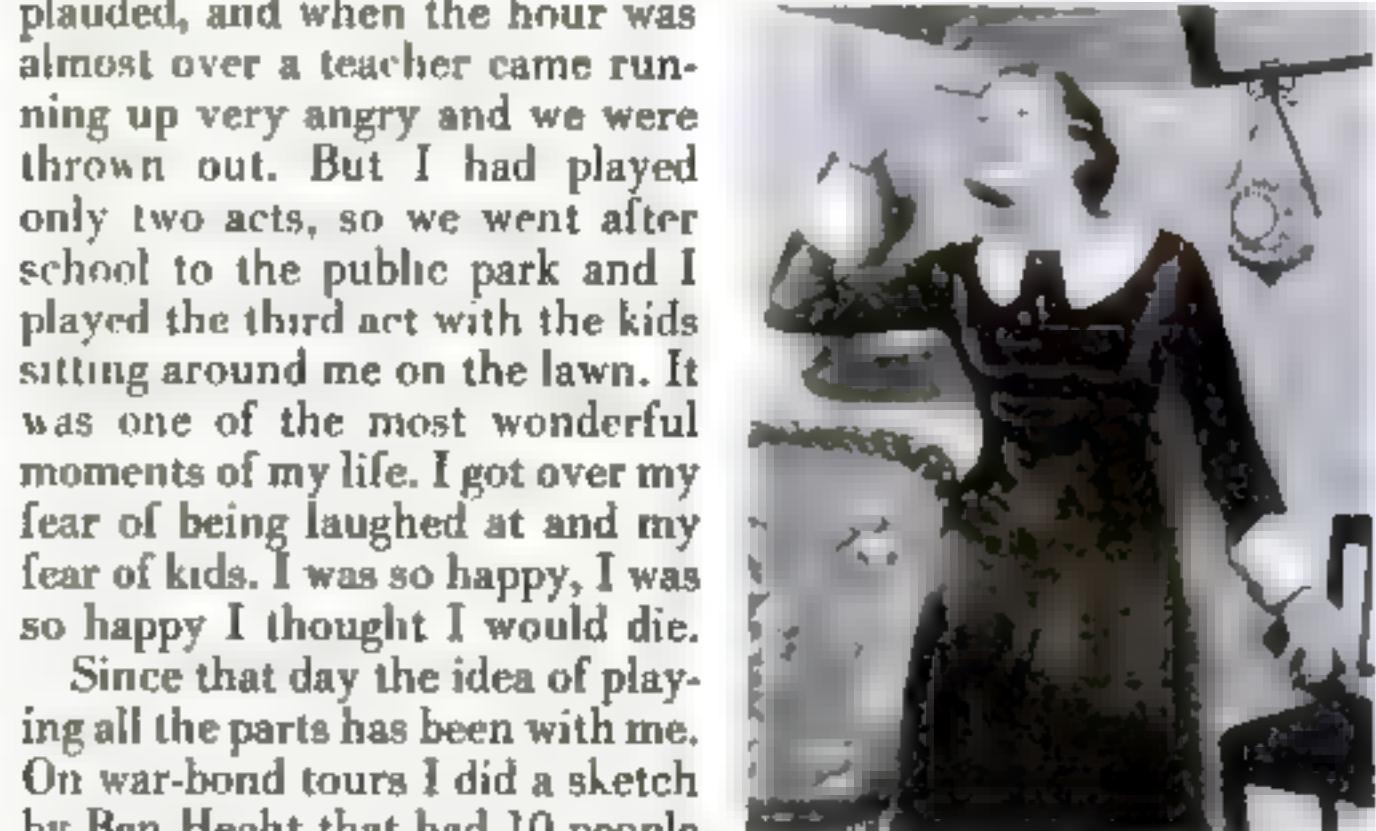
with these imaginary figures and tell them stories in dramatic form. I cannot remember anyone else. My mother died when I was 2 and my father died when I was 12. Then I went to live with my aunt, and the next year she died too. She died in my arms when we were all alone, and I telephoned and telephoned but nobody came.

One day when I was 12 I went to a theater and I knew then, that's where I belong. And after that I never thought of anything else. I hated school because I was taller than other people and awkward and shy. And I was lonely always. I would read plays out loud to my imaginary people and act all the parts. I never wanted to act with others, and I would

MISS BERGMAN'S FATHER
owned a photo shop in Stockholm.

ask myself, what can I do alone? So I read poems, not poems of nature, but funny poems and sad poems and I dramatized them. Sometimes I acted for old people and I was happy to do it for them, but not for young people because I was terrified of anyone my age. Then one day our gymnasium class was called off, and they had forgotten to tell us, so we met as usual in the big hall, and there was no teacher there and we had nothing to do. There was a stage there and I told myself, you can't be afraid of your own schoolmates. So I went up on the stage and I called to them, "I will entertain you," and they all laughed. And I said, "I will act a play for you and I will play all of the parts." Then they were quiet and I played for them. The play was a French comedy, a modern play, and very funny. There were six people in it and I played all the parts. And the students laughed and clapped and applauded, and when the hour was almost over a teacher came running up very angry and we were thrown out. But I had played only two acts, so we went after school to the public park and I played the third act with the kids sitting around me on the lawn. It was one of the most wonderful moments of my life. I got over my fear of being laughed at and my fear of kids. I was so happy, I was so happy I thought I would die.

Since that day the idea of playing all the parts has been with me. On war-bond tours I did a sketch by Ben Hecht that had 10 people and I played all of them, even the train whistle. I used to say I wanted to be a good actor, never a good actress, because men have all the good parts—in Shakespeare, Ibsen, Strindberg. But in history there were women I wanted to play. I wanted to play Queen Christina and Charlotte Corday and most of all Joan of Arc. I knew I looked like Joan of Arc, who was a big peasant, and all my life I have wanted to play her trial. . . . I came here only because David Selznick said I could play Joan of Arc. I was a star in Sweden and I was married and I had a home. But I came to America to play Joan, and then he said, I can't do it now but someday I will, and so I waited and waited; and Ruth Roberts told me, have faith. And we read books about Joan and looked



"I HAD NO FRIENDS . . . imagined people and acted with them."



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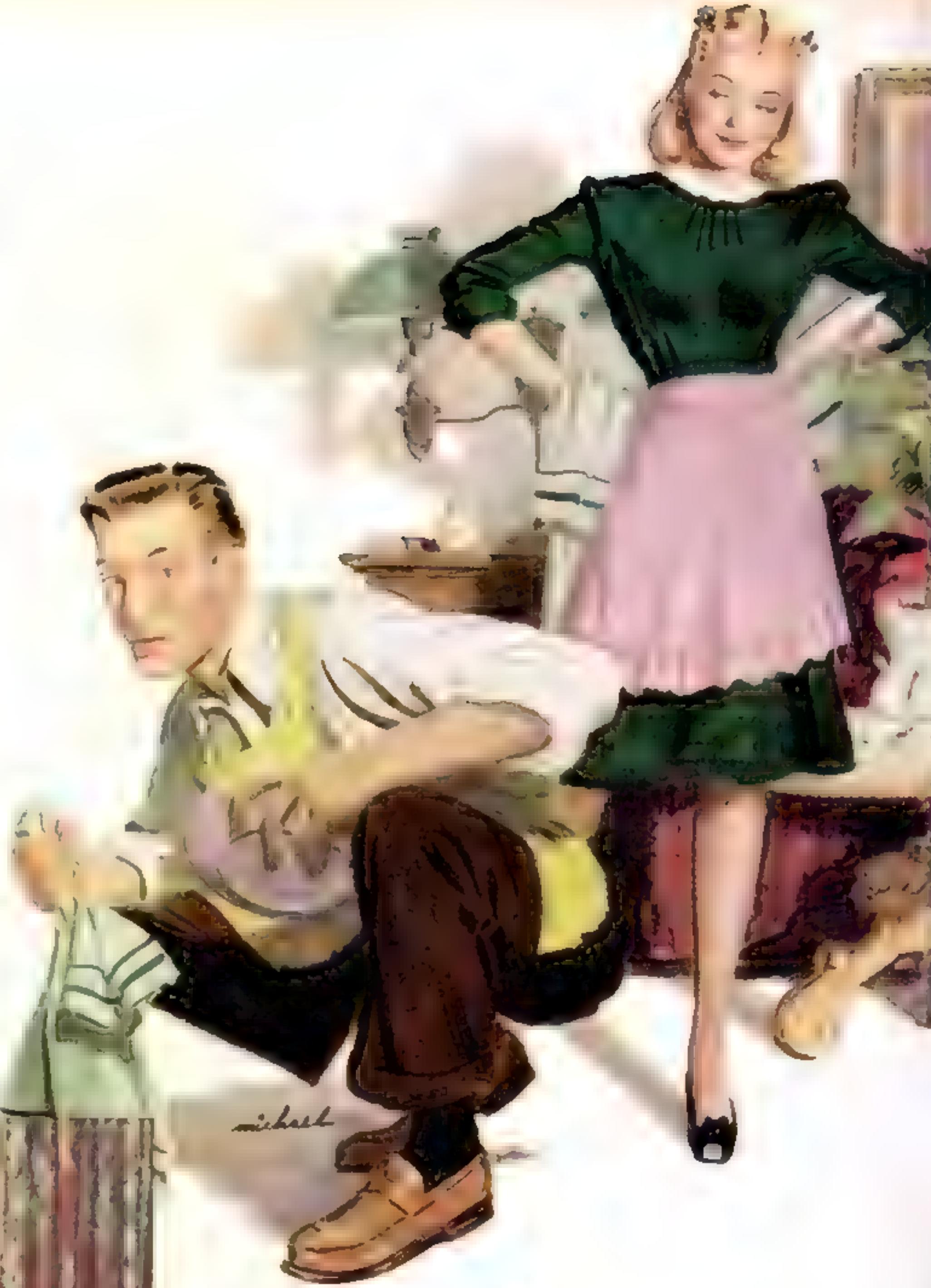
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If you're troubled by such a case—just try this special Extra Strength Zemo—a Doctor's wonderfully soothing yet powerfully medicated liquid. First applications relieve itching, burning of Eczema, Athlete's Foot and similar skin and scalp irritations due to external cause. Then Zemo promptly starts to aid healing. Backed by an amazing record of 40 years' continuous success! The first trial convinces. All drugstores.

ZEMO

THROAT RAW FROM A COLD?

Remember

"there are no better
Cough Drops
than LUDEN'S"

Medicated for

SANDPAPER THROAT



5¢

Menthol or Honey-Licorice

LUDEN'S
MONEY-LICORICE
COUGH DROPS

HORLICKS

MALTED MILK TABLETS



A STAR IN SWEDEN at 21, Miss Bergman was tried out in varied roles and make-ups. At times she looked like Dolores Costello, Garbo, Hedy Lamarr.

INGRID CONTINUED

at paintings and statues and even wrote scripts ourselves. And soon I no longer thought of Joan as a role, I loved her so much for herself. And I know now that Anderson's Joan is truer than Shaw's Joan. Joan of Arc was a simple girl who liked babies and liked to take care of animals and hated to see blood and was scared of the fire. Shaw's Joan was brazen, she called the dauphin Charlie and carried on and hated to be a woman and wear skirts and wanted to be with men and war. Shaw's play has clever speeches and is wonderful to act and I have often hoped to play Shaw's Joan, but now I wouldn't like to at all, I love the real Joan so much I want to be true to her.

In Hollywood they could not see why I wished to do this play. They told me, here you have your house, your husband, everything is settled, every studio wants you, stay here and sit by your beautiful house in the sunshine. But I don't like security. That's the easy way, no ups and downs. I want to do different things. I don't play for money or audiences, I play for myself. I could be in a village in Spain and the theater could be empty and I would not mind if I could only act. I don't dare stay too long in Hollywood. I'm afraid I will change without knowing it. I might forget to think. One time they wanted me to play the life of Sarah Bernhardt, and they said it is a wonderful part, you will play all Bernhardt's roles, Camille and Cordelia and Zanetto, and you will have many changes of costume and changes of make-up. And then I read about Sarah Bernhardt and I found out she was small and had red hair and was very tense and histrionic, and so I told them I cannot play this part, I am not like Sarah Bernhardt. And they said that's all right, she has been dead a long time and no one knows what she was like. And I said, but I know.

When I am finished with Joan I am going to England to make a picture for Hitchcock. It is a good part, I play a drunkard and I shall steal all Ray Milland's tricks. Then I am going to a foreign country, maybe France, and do something in a different language. I want to change and meet new people. I would die if I had to play with the same people always, like Lynn Fontanne and Alfred Lunt, or Elizabeth Bergner who for years has been directed by her husband. And I want to play many kinds of parts. I like crazy parts like deaf mutes or the harelip girl in *Precious Bane*. The parts I hate to play are society women with beautiful clothes who are very smart and very clever. I like to dress up, but in my own way. My clothes in *For Whom The Bell Tolls* were the best, a pair of pants and a dirty shirt. Off the screen I often wear clothes that are not good-looking, because of laziness—I don't like going from store to store matching a hat and gloves. I hate everything that is slow. I wash my own hair because I cannot bear to sit under the drier. I hate slowness in everything, slowness in thinking, slow crowds in the street. People tell me, take it easy, but I feel all the time that I must do something. That is why I hate Sundays. Other people can't wait for Sunday because they sail boats or play poker or hunt and they are not happy, they have to work for a living. But I have no hobby. I have no desire to be anything else. Sunday is the worst day of my week, I can't wait for Monday. And I am always on time, I am dying to be on time. It is a terrible thing, I have always felt this thing, I cannot relax, I want to work. And I am unhappy when a picture is over, so I read scripts and take lessons all the time, French lessons so I can play a part in France, lessons in tennis and swimming and riding, not for exercise but only to learn something well enough to fake it in a picture, and then I lose interest. I also read many books, plays and fiction and biographies, but no mystery stories and never for relaxation but always because I think this will be useful. My husband is the same way, he reads and reads and reads, but medical books only. He has a one-track mind like me. If you took that knife away from

CONTINUED ON PAGE 124

You'll Write Better
with an
"Autopoint"
Pencil

Yes, "Autopoint" pencils are standard writing tools for young and old alike. They are busiest of all pencils because they write so much better . . . give years of trouble-free, flawless service.

Precision-built with "Grip-Tite" tips that won't let leads wobble, turn or fall out, "Autopoint" pencils deliver a writing performance unsurpassed by any other pencil. Just try them and you'll agree you've found writing perfection!



and there's a pencil
to fit Every
Pocketbook!

Available in many colors, styles and prices—"Autopoint" pencils are handsome as they are efficient . . . with many models trimmed in gleaming gold finish . . . others in silicon trim . . . many with new "pocket-level" clips. For standard or Real Thin leads. Retail prices range from 50¢ to \$3.75.

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"Autopoint" Pencils

An "Autopoint" pencil with your firm name or slogan imprinted on it, is a constant reminder that builds goodwill, keeps sales curves up when competition becomes keen.

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BETTER PENCILS

For any Pocket . . . Every Pochetbook

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<input type="checkbox"/> Please send name and address of nearest dealer.	
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Call the roll of



"...not ordinary men"

Never has the National Guard been more essential to the security of our nation. Now being reorganized with the finest of equipment and facilities, it will constitute an integral part of the Army of the United States—an M-Day force capable of taking its place beside the Regular Army in a national emergency and ready to serve the various states at any time that peril or disaster threatens.

Members of the new National Guard are not ordinary men. Above average physically and mentally, they have a high sense of patriotic responsibility toward their community, state and nation. National Guard units have served with pride and distinction throughout the wars and campaigns in which the United States has won and preserved its freedom. They are a strong force for lasting peace.

Qualified men who are willing to devote a small part of their time and talents to a thrilling and rewarding service can find no finer opportunity than in their local National Guard unit.

Dwight D. Eisenhower

Chief of Staff, U.S. Army

Listen to the National Guard's Paul Whiteman show every Wednesday, 9 P.M., EST, ABC Network.



You'll hear the voices sound off from beyond the early dawn of America.

- ★ "172nd INFANTRY!" Answering would be Ethan Allen and his "Green Mountain Boys" and their modern counterparts from Luzon.
- ★ "152nd INFANTRY!" The response would come from the men of Tippecanoe and the "Avengers of Bataan."
- ★ "149th INFANTRY!" You'd hear Daniel Boone speak for his old regiment and there'd be the voices of the men who fought on Leyte.
- ★ "135th INFANTRY!" Buffalo Bill Cody and Black Jack Pershing would answer in unison with the men of the modern 135th who battled their way for 500 days from Algiers to Rome.

UNITS of the National Guard have long and illustrious histories of service to the nation. Their ranks are studded with brave and purposeful men who trained in peace to be ready for war.

Today, the new National Guard is reforming ranks. The divisions and regiments are wheeling into line again to take up their peacetime functions as an integral part of the Army of the United

States. Right now in many states, these historic outfits are preparing to receive men with alert minds, strong bodies and a high degree of patriotism.

The new National Guard offers the highest caliber instructors, the most advanced facilities and methods, the finest equipment in its history. It offers opportunity for learning skills and crafts, for forming enduring comradeships and for

robust adventure. Promotions in the new National Guard are based entirely on ability. Full day's Army pay for each training night and for every day of summer field exercises.

For further information, visit headquarters of the National Guard unit located in your community, or write to the Adjutant General in the capital of the state in which you reside.

Many employers perform a great public service by permitting Guardsmen in their employ to participate in the annual summer field training exercises without sacrifice of their income or vacation period.

The National Guard
* * * ***OF THE UNITED STATES*** *

him he would die, just like if you would take the stage away from me I would stop breathing.

The other day somebody wrote me a letter saying, if you are really wise you will quit now, you have just a few more years and then you will start going down and be tossed out, so why try to stay there and struggle when the audience knows you are growing old. And when I saw this letter I thought, but I have just started, I have no self-assurance yet. Now the language is easy, I feel I have conquered all of that, but as an actress I have just started. How could I quit now? This country is very cruel to aging actresses, here you have to be 20 or they say this woman is too old to be attractive. Americans think it is a frightful thing to be not young any more, to be finished with youth and going into middle age. But I am not frightened of age. Just think of the wonderful parts I can play when I am 70 that I cannot play now. I have no intention of quitting till I am 100. And I hope they will put on my gravestone, "She acted till the very last day of her life, and here rests a good actress."

Every night when I get in my dressing room and know the audience is coming into the theater I get so excited I can hardly wait to be on stage. And yet I think the stage will never mean so much to me as on the night I took my test for the Royal Dramatic School in Stockholm. Each year they pick five out of a hundred, and the five who are taken spend three years with the Royal Dramatic Theater. There were three tests. The first test was just in a room, but the second test was on a stage, with lights, in a real theater. I had never been on a stage before, I had never seen lights and drops, and when I read my part, the speech of the crazy boy from Rostand's *L'Aiglon*, I was so moved I forgot about the judges in the audience and I was alone there acting for myself on a real stage with white lights on me. There were 20 judges and usually they applauded after each reading. But when I was finished they did not applaud, and I went out into the streets and walked home not knowing if I had passed. Long afterward several of the judges who were there told me that after I left the stage they sat there in the darkness and they couldn't clap and they couldn't move and they just sat there till the lights went on and then the mood burst and they cheered, but I was gone. That was the other wonderful moment of my life. The first was when I played for kids my own age and they listened. And the second was in this real theater before the judges and I didn't care if they listened or not because I was on a stage and I was playing for myself. After that nothing has ever meant so much to me, movies, contracts, nothing. Now when I go on a stage I don't fall on my knees any more. Now it is mine and it is lots of fun. But nothing ever, ever will be what it was in the beginning. . . .

CURTAIN



MISS BERGMAN'S HUSBAND is Dr. Peter Lindstrom, a neurosurgeon on the staff of Los Angeles General Hospital. They have been married 9 years.

"Hires to You!"



When you blue-print your plans for future happy moments, be sure the specifications include the good cheer and refreshing taste of HIRES. For every occasion—"A TOAST TO GOOD TASTE".

...and it's "HIRES TO YOU!"

EVERY SUNDAY—COLUMBIA NETWORK



*no finer
fit at
any price*

FAST-TO-FIX FARE!



Here's a glamorous Lenten luncheon you can make in minutes . . . for only 53¢ to 57¢ a portion! Yes, that's all it costs to surprise your family with this appetizing and delicious grapefruit cup, flavorful tomato cheese rarebit, a salad medley of crisp spring vegetables, and luscious ice cream and cup cake dessert.

You can serve grand dishes like this daily . . . without taxing your

budget . . . simply by planning a bit and shopping regularly at your friendly A&P Super Market. Prices are always as attractive as we can make them . . . because A&P keeps food costs low by selling hundreds of good things to eat at one low storekeeping expense . . . and is satisfied with small profit. That's why you can save every day when you shop the A&P way!

A&P SUPER MARKETS



COFFEE **FOOD** **DRINKS** **AT SENSIBLE COST...**



*Current average prices in A&P Super Markets at time of going to press.

AMONG THE MASTERS-

Cinco



At the Masters' Tournament, Augusta, Georgia

As the masters of America's fairways match their skill at a great game, master judges of America's good cigars enjoy the aroma of a great smoke—Cinco! It's mild, it's distinctive, it's easy-drawing. Match these five features—they score with sportsmen everywhere!

CINCO MEANS FIVE

- 1** Havana—gives Cinco aroma.
- 2** Puerto Rican—gives it flavor and mildness.
- 3** Broadleaf—gives it mellowness.
- 4** Shadegrown—gives it character.
- 5** 100% long filler—makes it burn slowly, evenly.

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., N. Y.

THAT GOOD AMERICAN CIGAR





ORONZIO MALDARELLI DID MOTHER AND CHILD IN MARBLE EIGHT YEARS AGO. LIKE MOST OF HIS MOTHER-AND-CHILD FIGURES THIS HAS MADONNALIKE LOOK

MODERN CLASSICIST

Maldarelli's sculpture represents a trend away from abstract art

The sculpture of Oronzio Maldarelli shown on these pages represents a vital school of art which in the last 30 years has battled to hold its own against abstract and intellectualized art. Like most of his contemporaries, Maldarelli has gone through his own personal struggles about modern art. For a while he embraced it in his work and began turning out abstractions. A genial little man, who brought with him to the U. S. 47 years ago a native

Italian love for wholeness, beauty and form, Maldarelli began to find simple abstraction cold and unsatisfying. He is now one of a growing minority of artists who are returning to the classical portrayal of the human form as nature made it.

An instructor at Columbia University, Maldarelli, who is 54, does all his own work at the school studio. He believes students should work with their "master" just as they did during the Renaissance



COUGHING IS OFFENSIVE!

Here's Quick 3-Way Relief:



...Go after those offensive minor coughs due to colds or smoking at the very first scratchy "tickle."

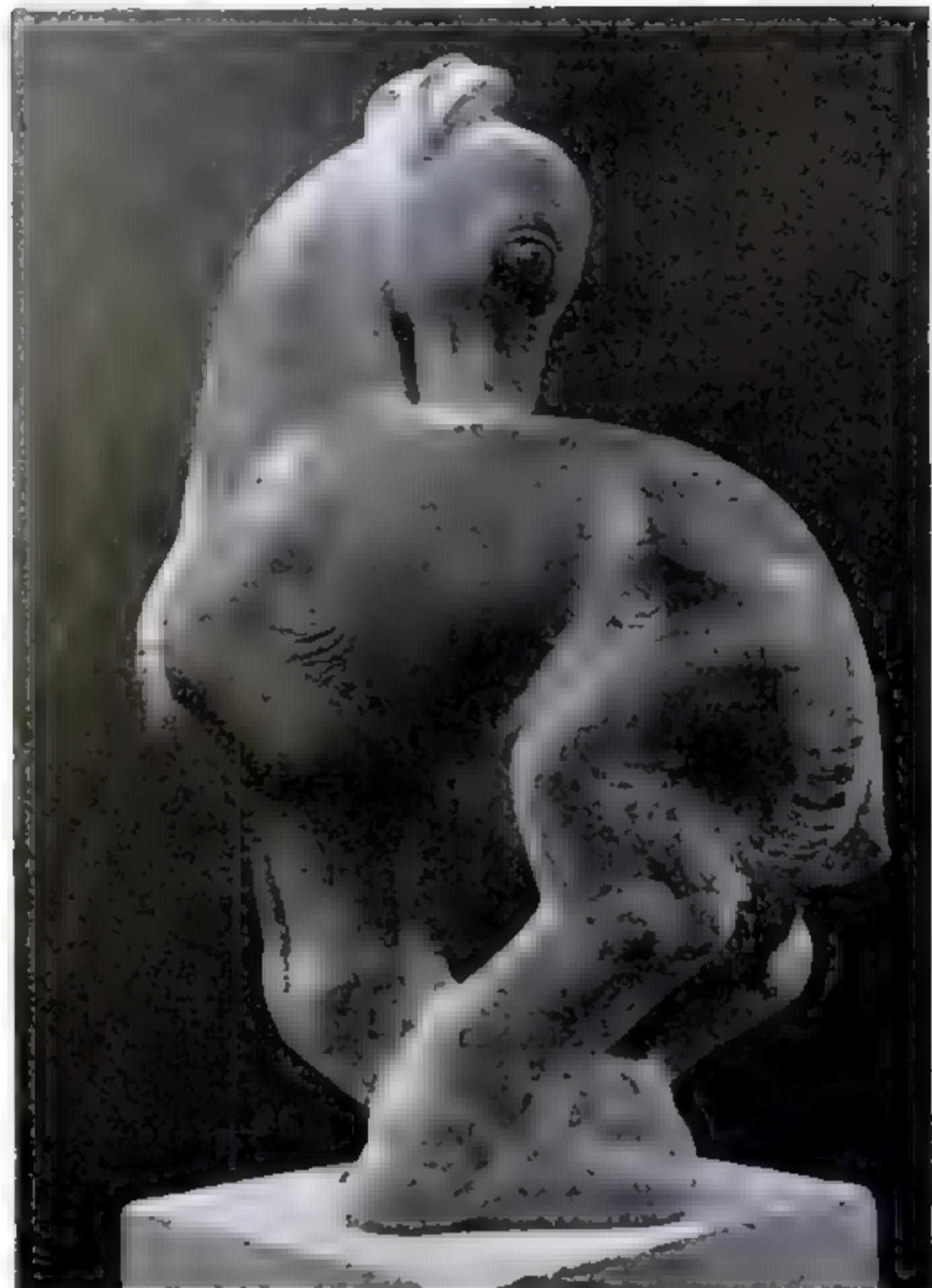
Get Smith Brothers famous black Cough Drops, a scientific prescription-type formula of proven cough-relief ingredients used for years by the medical profession. Smith Brothers bring quick, long-lasting relief in 3 important ways:

- 1 Ease throat tickle
- 2 Soothe raw, irritated membranes
- 3 Help loosen phlegm

No narcotics. Let children enjoy them freely. Now in greatest demand of their whole 100



year history. A boon to smokers. Buy 8 packs today, one for pocket, one for bedside if night coughs strike.



GOAT was made by Maldarelli in 1941 from Vermont marble, which artists call "Radio marble" because so much of New York's Radio City was built with it.

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HOLEPROOF
Luxite Underthings

Holeproof Hosiery Company, Makers of Men's Socks and Women's Preperforated Stockings



RUMBA DANCER was done from memory and sketches of dancer Maldarelli saw in Paris in 1932. Slight distortions show some effects of modernist influence.



LONG-HORN BILL, which stands 13 inches high, is one of many goats sculptured by Maldarelli. His favorite subjects are Madonnas, female figures, animals.



GEMINI started as an abstraction but changed during 10 years' work on it. Maldarelli likes to compare its planes with work of Henry Moore (LIFE, Jan. 20). *

CONTINUED ON NEXT PAGE

PERSONNALLY Speaking:

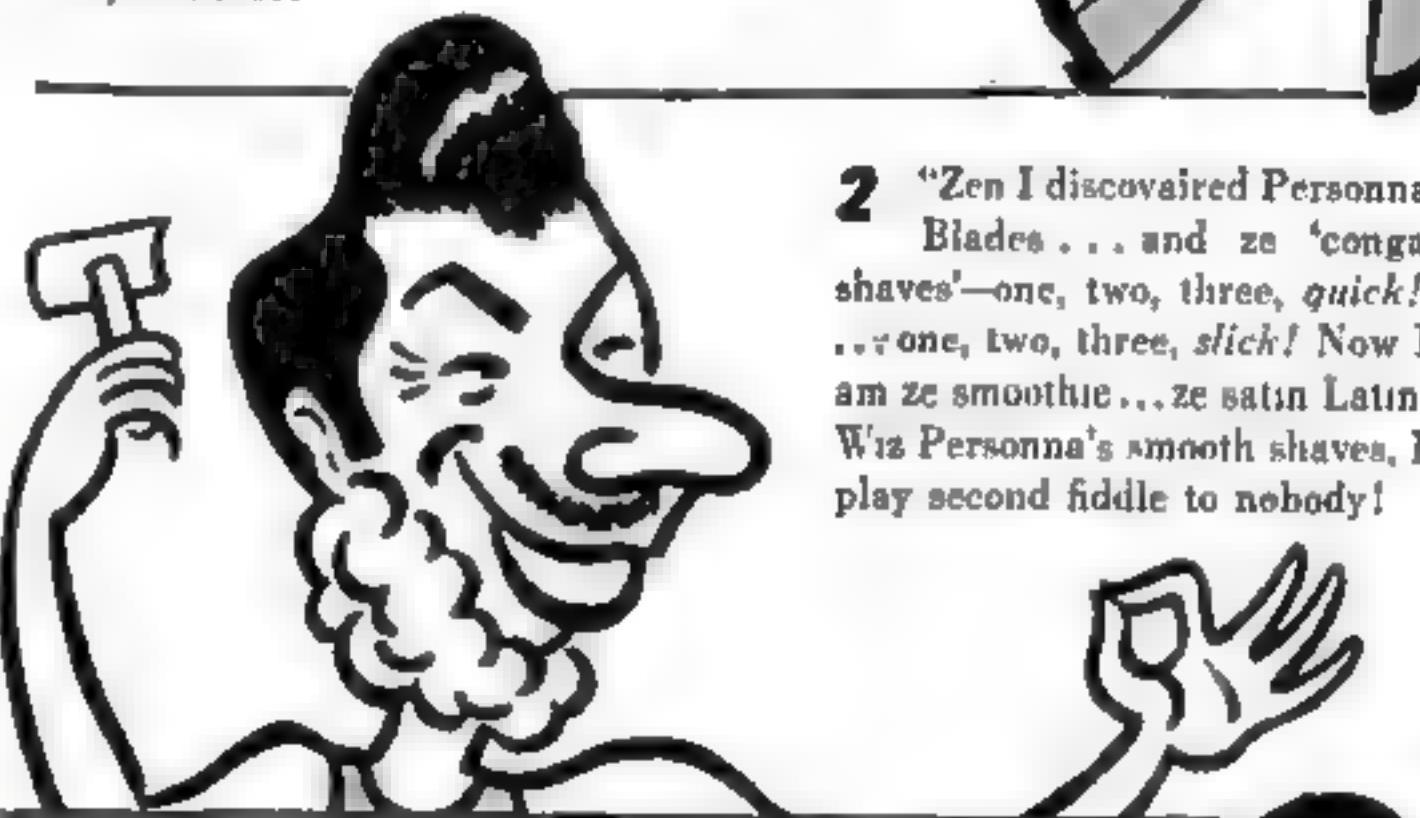
"Zese blades
give more encores
zan I do!"

words and pictures by

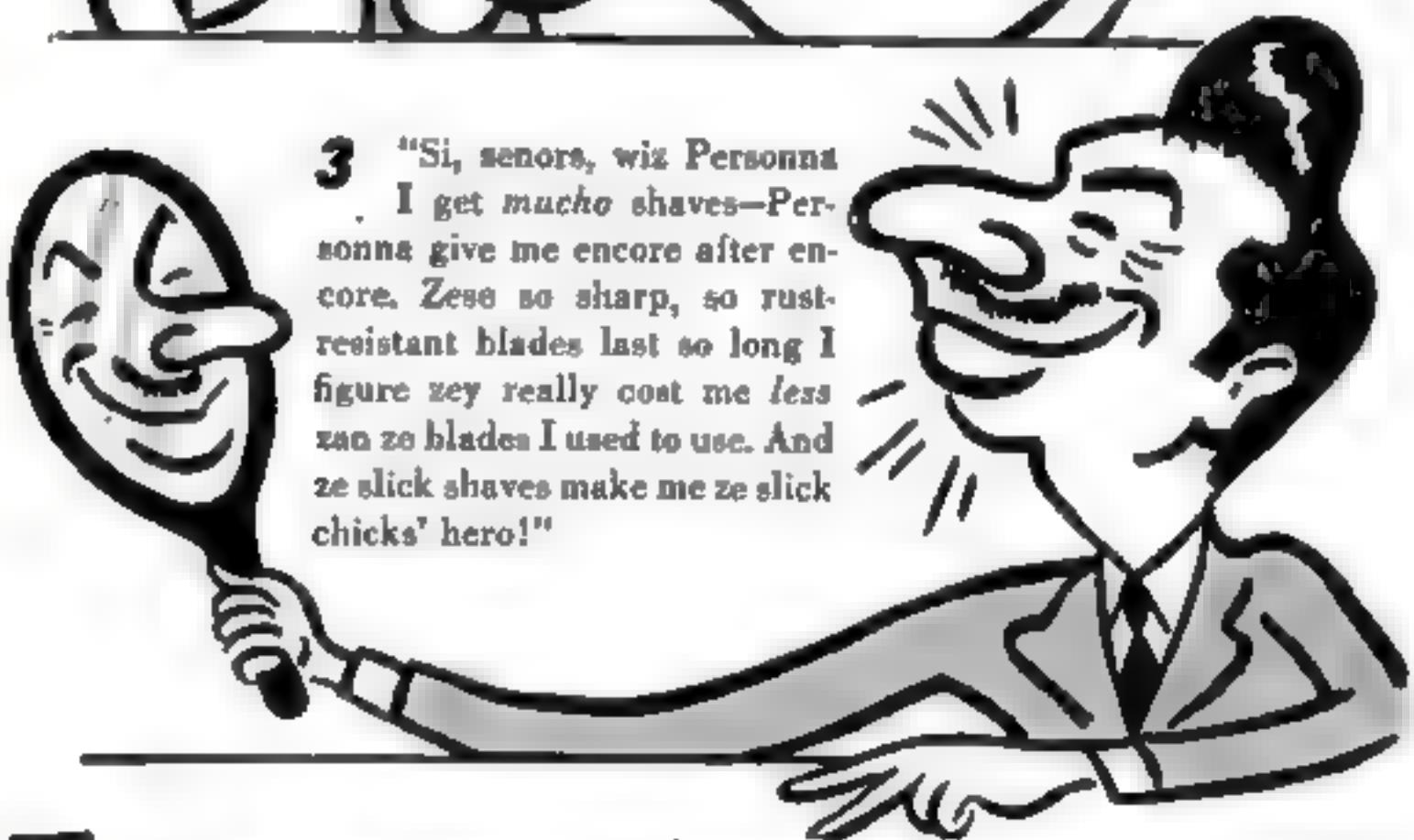
XAVIER CUGAT
the Rhumba King



1 "When zey said, 'Latinas are lousy lovers,' zey meant me—Cugat! Why? Ah, senors, it was ze whiskairs. Ze señoritas, zey no like my scratchy face. Even my fiddle said 'Ouch'!... I could play only ze blues!"



2 "Zen I discovaird Personna
Blades... and ze 'conga
shaves'—one, two, three, *quick!*
... one, two, three, *slick!* Now I
am ze smoothie... ze satin Latin.
Wiz Personna's smooth shaves, I
play second fiddle to nobody!"



Twice as many shaves guaranteed!

Yes, if you don't get twice as many smoother shaves from Personna than from your present blades... we'll buy you *two* packs of any blade you choose. That's a *guarantee!* Buy Personna for the smoothest shaves of your life!



NOW! single edge and double edge

10 for \$1

PERSONNA

Precision Blades

Personna Blades are made in the U.S.A.,
Canada, Great Britain and South America,
and are sold all over the world.

YOU ARE INVITED

to join the world's most popular After-Shave Club

Choice of gentlemen everywhere, Aqua Velva is the world's most popular after-shave lotion. Cool as a mountain brook, it leaves your skin tingling and refreshed, feeling smoother. It helps prevent chapping and has a clean, bracing scent.

Aqua Velva makes the perfect, luxurious finish to your morning shave. Dash a few drops on your face after shaving.

The J. B. Williams Co., Glastonbury, Conn., U. S. A. makers of fine shaving preparations for 107 years.



A FEW OF THE MEMBERS

Brig. Gen. John J. Bradley, U. S. A., Ret'd.
Wilfred Pelletier Brock Pemberton
John Erskine Richard D. Morgan
Sir Cedric Hardwicke



Partner to a pin-stripe



• Simplicity marks the successful man . . . and marks these shoes, too. Not for fly-by-nights, they're for those who know fine leathers and faultless craftsmanship. Brass eyelets give a dash of extra smartness.

WALK-OVER
YOUNG MEN STYLES



Geo. E. Keith Company
Brockton 63, Mass.



THE CARESS, in Burgundy marble, was done two years ago. Maldarelli's sculpture brings \$200 to \$10,000. He has done a birdbath for New York's Central Park and a Madonna for St. Patrick's Cathedral. Maldarelli's last exhibit, held 12 years ago, was completely abstract. His next show, to be held this fall at New York's Midtown Galleries, will display work shown on these pages.

30 Million Minds a Month Focus on **THE MARCH OF TIME**

to see great events in the making . . . to know the world and its peoples . . . to understand the wonders of a new age, and meet the men behind them.

Watch for these current releases at your local theatre. The MARCH OF TIME is produced every four weeks by the editors of Time and Life and distributed by 20th Century-Fox



VOL. XIII, No. 6

◀ **THE TEACHERS' CRISIS.** What three evils lie behind today's headlines of teacher strikes and lowered educational standards? Pulling no punches, March of Time shows exactly why competent teachers quit—and what you, your state, and the U. S. can do about it.

VOL. XIII, No. 7

FASHION MEANS BUSINESS! See how styles are created inside the studios of great New York and Paris couturiers—Lelong, Piguet, Balmain, Carnegie . . . and how the gigantic U. S. garment industry puts new designs into mass production, to make the American woman the best-dressed woman in the world. ▼



VOL. XIII, No. 6

◀ **GERMANY—HANDLE WITH CARE!** "A vitally important report on Germany today, this dynamic documentary presents many eye-opening facts of present conditions inside the former Nazi land, revealed through on-the-spot films. Of unusual interest are first actual films from behind the 'iron curtain'!"—Denver Post.

VOL. XIII, No. 5

◀ **NOBODY'S CHILDREN.** Behind the appealing faces of infants like these are stories of neglect, heartbreak—and hope. The March of Time here reveals the facts about the "black market" in babies—shows how modern institutions find homes for orphaned or illegitimate children and help them to become useful and happy citizens.



Look for the WINDBREAKER Label

**It means...
EXTRA COMFORT,
PERFECT FIT,
SUPER VALUE
FOR YOU!**

Ask your local dealer to show you the WINDBREAKER... Notice the superb cut and tailoring... the fabric and lining selected for your long wearing satisfaction. You'll surely agree that you can't duplicate WINDBREAKER quality even at a higher price!

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THE GREENS

LISTEN TO KTIP ONE HOUR DAILY, USE IT TO ESCAPE NETWORK SOAP OPERA, MRS GREEN LIKES "GOOD MUSIC"

THE COPLENS

TUNE IN KTIP THREE HOURS EACH NIGHT BUT LIKE THE NETWORKS' BOB HOPE, GANG BUSTERS HILLBILLY MUSIC

RESIDENTS OF A TYPICAL PORTERVILLE STREET LINE UP TO TELL ABOUT

NEW RADIO STATION

Local news and interviews help KTIP compete with big networks in a small California town



KTIP'S BUILDING is on the outskirts of Porterville, cost \$1,000, contains three rooms for broadcasts. In background are the Sierra Madre Mountains.



THE FERGUSONS

WIFE LISTENS TO KTIP ALL DAY ("I HATE SOAP OPERA"). FAMILY PREFERENCES NETWORKS FOR MYSTERIES, WAYNE KING

THE ESSLINGERS

RADIO ON 6 TO 10 P.M., ONE HOUR FOR KTIP, REST FOR NETWORKS. FAMILY LIKES TO HEAR NEIGHBORS' VOICES

THE ELLISES

HEAR KTIP FOUR HOURS A DAY FOLLOW ITS ADS FOR SHOPPING BARGAINS TURN TO NETWORKS FOR DRAMAS

THE DELANEYS

PLAY RADIO ALL DAY ("VERY LOUD," SAYS NEIGHBOR), SIX HOURS ON KTIP, REST ON SOAP OPERA AND MYSTERIES

THEIR RADIO LISTENING HABITS. MRS. GREEN IS A CAFE OWNER, FERGUSON A BUTCHER, ESSLINGER A BUILDER, ELLIS A GROCER. DELANEYS ARE RANCH WORKERS

Porterville, Calif., is a city of 6,827 people in the citrus-fruit country 170 miles north of Los Angeles. It has one newspaper, two banks, 3,000 telephones, five hotels, seven motels and an airport. Since January it also has had its own radio station, a little 250-watt named KTIP for "This is Porterville."

Small-town stations like KTIP which do not subscribe to networks are assuming a new importance in an America fast growing culturally homogeneous. Deliberately they buck the networks' stand-

ardized entertainment by providing programs with strong home-town flavor. That KTIP is succeeding is demonstrated by the listening habits of the six representative Porterville families shown above.

Most popular KTIP shows are its forums, like the *Porterville Roundtable* on local politics and civic affairs, and book discussions (p. 117); its *Children's Corner*, in which a woman tells fairy tales by acting out all the parts herself, and *Tip Top Spot*, a late-evening juke-box show (p. 115). Covering a radius of

60 miles, KTIP also ingratiates itself with orange- and lemongrowers by providing such vital services as frost warnings (p. 117).

Owned by local Chevrolet Dealer Jack Tighe, KTIP's monthly revenue has risen within three months from \$4,300 to \$6,600, its advertisers from 87 to 122 and its fan letters from 7 to 260 last month. In a small-town station 260 letters is nearly an avalanche. Happy at these good omens, Owner Tighe gave each of his 12-man staff a \$30 bonus.



ON MAIN STREET shoppers are interviewed by Jim McCallan, a KTIP salesman-announcer, in front of a flour mill store. KTIP offers at least 10 such "remote" (away from the studio) broadcasts daily.



HOME INTERVIEW of the family of Ray Leslie (right) is recorded on tape, broadcast later. Such interviews lure listeners from networks.

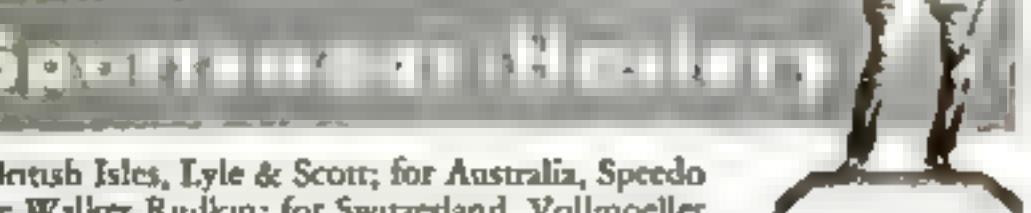


THERE'S ONLY
ONE JOCKEY

It's a Brand...
It's a Trade Mark...
It's Made By

Coopers
KENOSHA, WISCONSIN

Trade Marks Reg. U. S. Pat. Off.



Underwear Specialty Store

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mill, for New Zealand, Lane-Walker Rudkin; for Switzerland, Vollmoeller

New Radio Station CONTINUED



STATION OWNER Jack Tighe (left) reads local congratulatory messages at opening of KTIP. Tighe, an auto dealer as well, invested \$30,000 in KTIP.



BOOK FORUM in the public library is conducted by Librarian Dorothy D. Margo with local people as participants, has boosted book circulation 10%.

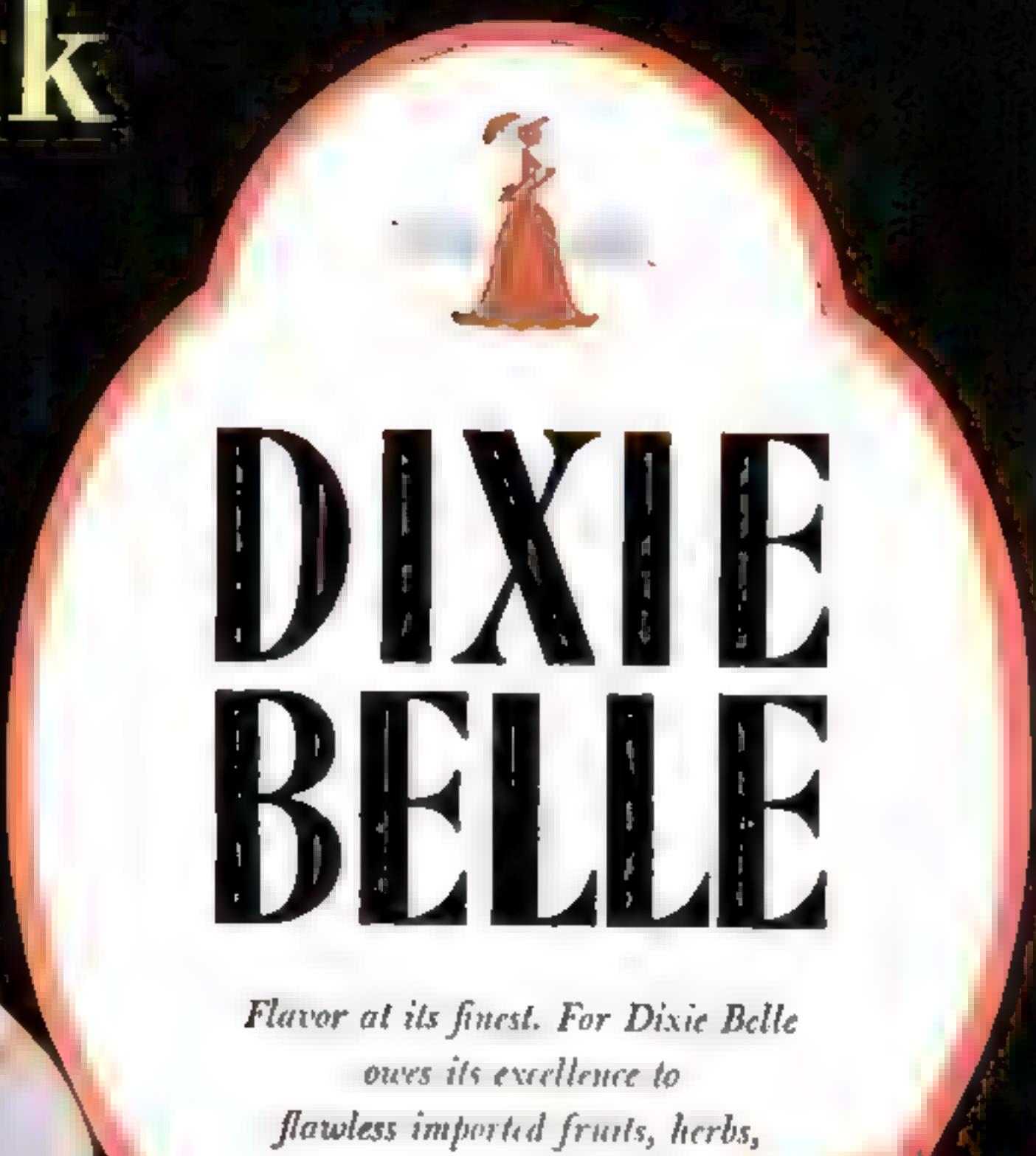


"COFFEE CALL" was a KTIP drugstore interview, but customers proved more interested in coffee. Program was dropped after a waitress cussed on air.



HOT-JAZZ FANS listen to *Tip Top Spot*, a program of recorded music which sends these young Portervillians into a fevered frenzy of jitterbugging.

Makes any gin drink a
better drink



*Flavor at its finest. For Dixie Belle
owes its excellence to
flawless imported fruits, herbs,
berries and choicest
grain neutral spirits!*



THE CARNATION—
STATE FLOWER OF OHIO

A Favorite in GIN

40 PROOF • DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS
CONTINENTAL DISTILLING CORPORATION, PHILADELPHIA, PA.



A million dawns have kissed the earth awake since
time began. For her, the first and loveliest
is the one she greets wide-eyed with knowledge of
her love, and destiny. Like it, among a million
others, her diamond will always shine with special
light for her alone. Because it holds such
great significance, this ring-stone must be sought
with greatest care. Whatever its size and
carat weight, its color, clarity and cutting
will contribute to its beauty and value.

Be sure to seek a trusted jeweler's advice.

De Beers Consolidated Mines, Ltd.,
and Associated Companies.

Ⓐ One-quarter Carat \$110 to \$225

Ⓑ One-half Carat \$275 to \$325

Ⓒ One Carat \$665 to \$1250

Ⓓ Two Carats from \$2000

The prices above for unmounted stones were averaged from
a great many stores in July, 1946. Add 20% Federal tax.



AT TRANSMITTER TOWER Chief Engineer Jim Tennyson (right) and Technician Hampton McKinney keep warm with fire, check their equipment.



FROST WARNINGS are broadcast to ranchers like Ray Leslie (center), who tunes in portable radio in lemon grove, decides whether to light smudge pots.

SCENE: a school lunchroom



A single Heat-Treated tumbler falls, bounces; stroboscopic photograph catches 17 images

"SEE that tumbler bounce!"

• Oops, cr-a-ash! Another lunchroom casualty! But NOT when the glass is a Libbey Heat-Treated tumbler—extra-hardened to take those knocks and falls! Even quick, hot-cold changes won't break them. And the smooth, rolled rims on

these Libbey "bounce" tumblers are guaranteed—"a new glass if the Safedge ever chips." Do they *ever* break? Well, sometimes. But they *last 3 to 5 times longer* than ordinary tumblers—yet cost just a few pennies more!

LIBBEY HEAT-TREATED TUMBLERS



LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

Copyright, 1947, Libbey Glass Company, Division of Owens-Illinois Glass Company, Toledo 1, Ohio



ROAST PIG enters the dining hall, carried by slaves and heralded by a blast of trumpets. The long trumpets were homemade, left over from school pageant.



DANCING GIRLS from the school tumbling team perform on gymnasium floor. Entertainment was almost continuous during the three-hour banquet.



AUGUSTUS CAESAR daintily rinses fingers after stuffed-egg course as slave stands by with towel and female slave works a feather fan behind him.



POMPEY'S FEET ARE WASHED IN PERFUMED WATER BY SLAVES AS HE LANGUIDLY WATCHES

Life Goes to a **Students at Oyster Bay High School give themselves the**

As far as most Latin students are concerned, the only good thing about the old Romans was the way they ate. They used to lounge for hours on luxurious benches, drinking red wine and munching grapes, while pretty slave girls danced for them, fed them and bathed their feet. Last month, as a relief from their hortatory subjunctives, the Latin classes of Oyster Bay High School, Long Island, N. Y. decided to have a Roman banquet of their own. Committees went happily to work. The Slave Training Committee recruited likely freshmen and taught them to wash feet, wave fans and anoint guests



DANCERS, AS HONORED GUESTS, HE AND JULIUS CAESAR (LEFT) WEAR LAUREL WREATHS

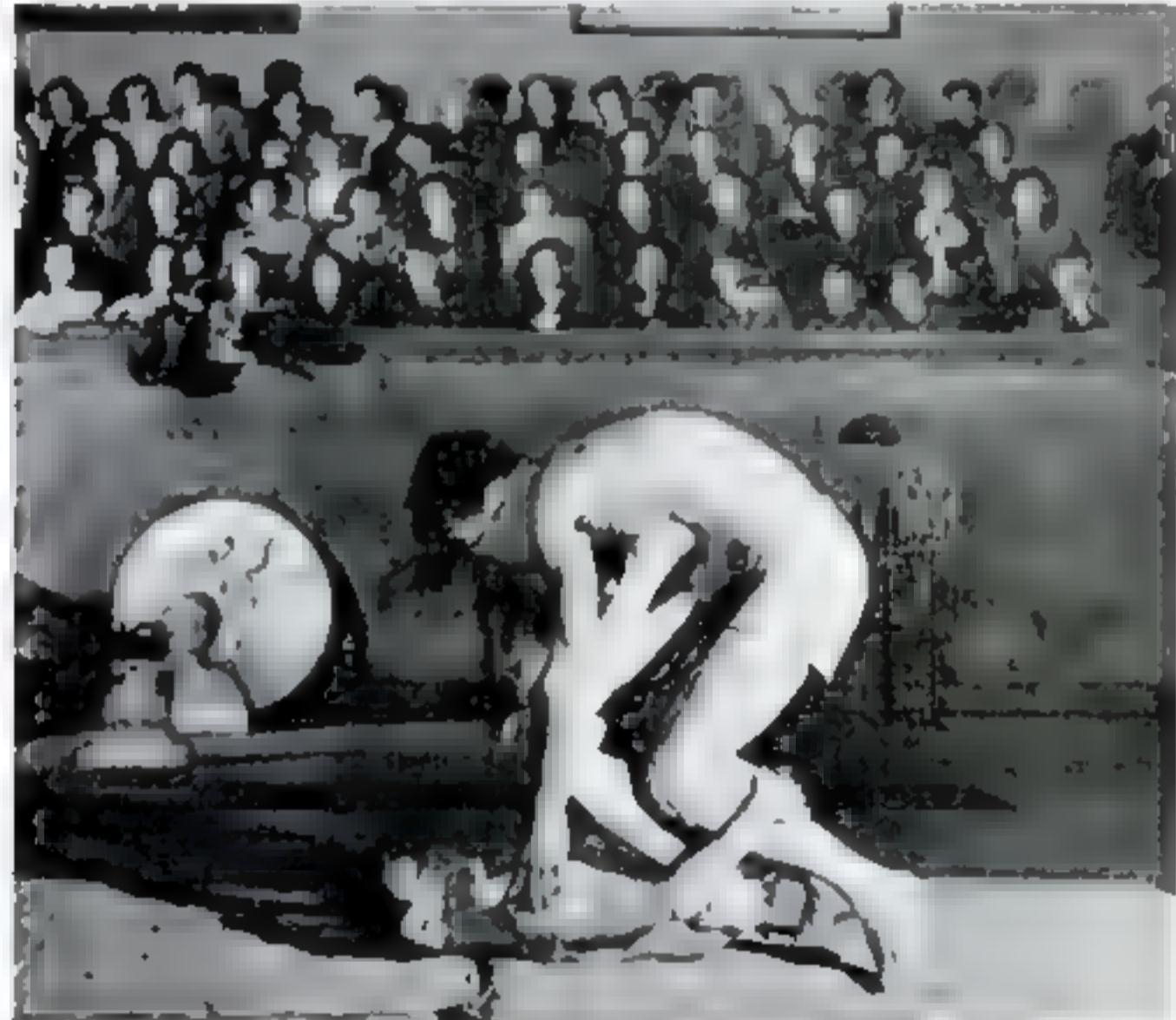
Roman Banquet

kind of voluptuous party they read about in Latin class

with perfume. The Food Committee selected a roasting pig. The Decoration Committee collected every plaster bust they could lay their hands on. When the big night came the 29 honor guests, who had assumed Roman names and learned Latin conversation, lay back on couches, ate pig, sipped grape juice and watched jugglers perform. But after an evening of trying to converse in Latin — "Nonne habeam quoddam vinum?" (May I have some wine?) "Miki verba dare non potes?" ("You can't kid me!") — there were few who could join in current deplored over the passing of Latin from school curricula (p. 153).



JUGGLING ACT impresses diners, who lounge in the background, served by slaves. Said one of them, "Vulci praestigiatorem" ("Look at the juggler").



GLADIATORS wrestle on the floor. Behind them in gallery of the gym sit the parents and guests, who were invited to watch but not join the banquet.



POMPEY EATS PEAS sitting up because reclining position put peas off balance. Menu included fish, cabbage, chicken, turkey, beans, apples and tarts.



*Timed for your
most glorious Vacation*

New, fast, fine service

THE MILWAUKEE ROAD'S

Olympian Hiawathas

between Chicago and the Pacific Northwest

TO SERVE summer travel, the OLYMPIAN HIAWATHAS will start operating in advance of receiving their full complement of postwar equipment. Ten of the cars in each twelve-car train will be brand new and brilliantly different. As soon as they are delivered, two distinctive, new, all-room cars will replace the room sleeping cars temporarily in service.

The diesel-powered OLYMPIAN HIAWATHAS will offer many new advantages in luxury, economy, speed and riding ease. You'll enrich your western vacation by taking The Milwaukee Road to Yellowstone; the dude ranch country of Montana and Washington; the Grand Coulee and Spokane lakes area, and the Seattle-Tacoma region with Mt. Rainier, Mt. Baker, the Olympic Peninsula and other attractions of the Puget Sound playground.

Free Vacation Information

Write today for literature on vacations in the Northwest Wonderland via the OLYMPIAN HIAWATHAS, newest member of the Speedliner fleet. Address F. N. Hicks, Passenger Traffic Manager, 505 Union Station, Chicago 6, Ill.



THE MILWAUKEE ROAD

Your Friendly Host to the Pacific Coast

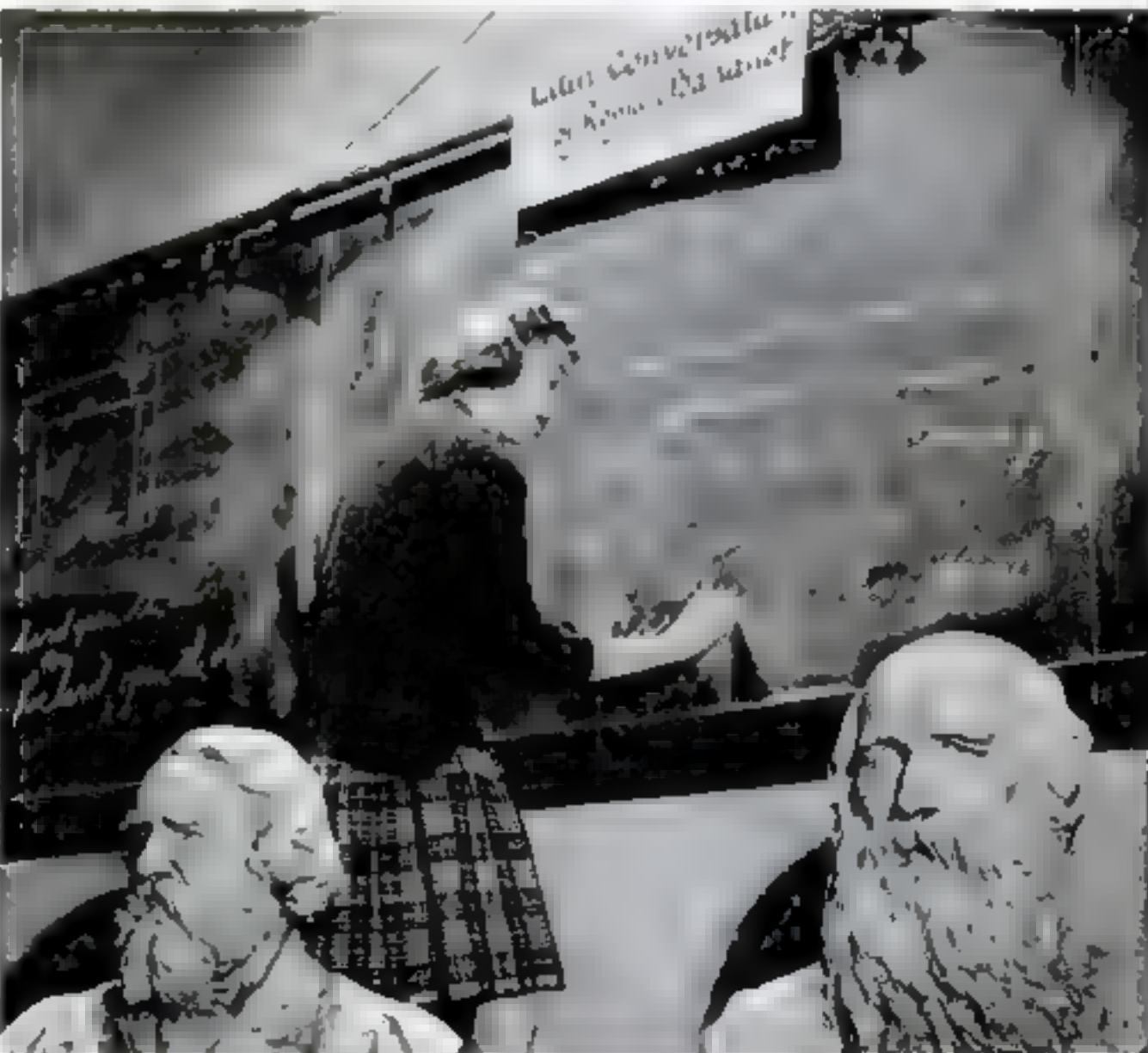
Party CONTINUED



PICKING THE PIG to be roasted for banquet, the Food Committee went to nearby farm and chose this small white one. It was cooked at a restaurant.



SEWING COMMITTEE works on the Roman togas. Here Cicero (left) and Pompey report to committee for a fitting. Same committee made feather fans.



LATIN CONVERSATION was written in blackboard. Nearest to Roman statues available were these two—Longfellow (left) and William Cullen Bryant.

The "Crave for Candy" is a call for energy

"Men at work" is just another way of saying men are using up energy.

And when the body sends out the S.O.S. for a quick energy refill you're likely to feel the urge for something good in the candy line—box, bar or bag.

For candy—any kind, shape or color—is a high energy food. It's "Can Do," and quick.

The body knows it. The scientific folks know it. So let the rest of us write this down:

CANDY'S DANDY - KEEP IT HANDY



© 1947 NCA

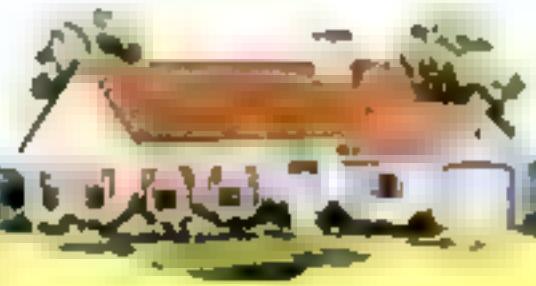
**CANDY IS
DELICIOUS
FOOD**

YOUR BAG

Enjoy some every day

THIS
*Easter Love
Gift*

STARTS THE HOME
OF YOUR DREAMS

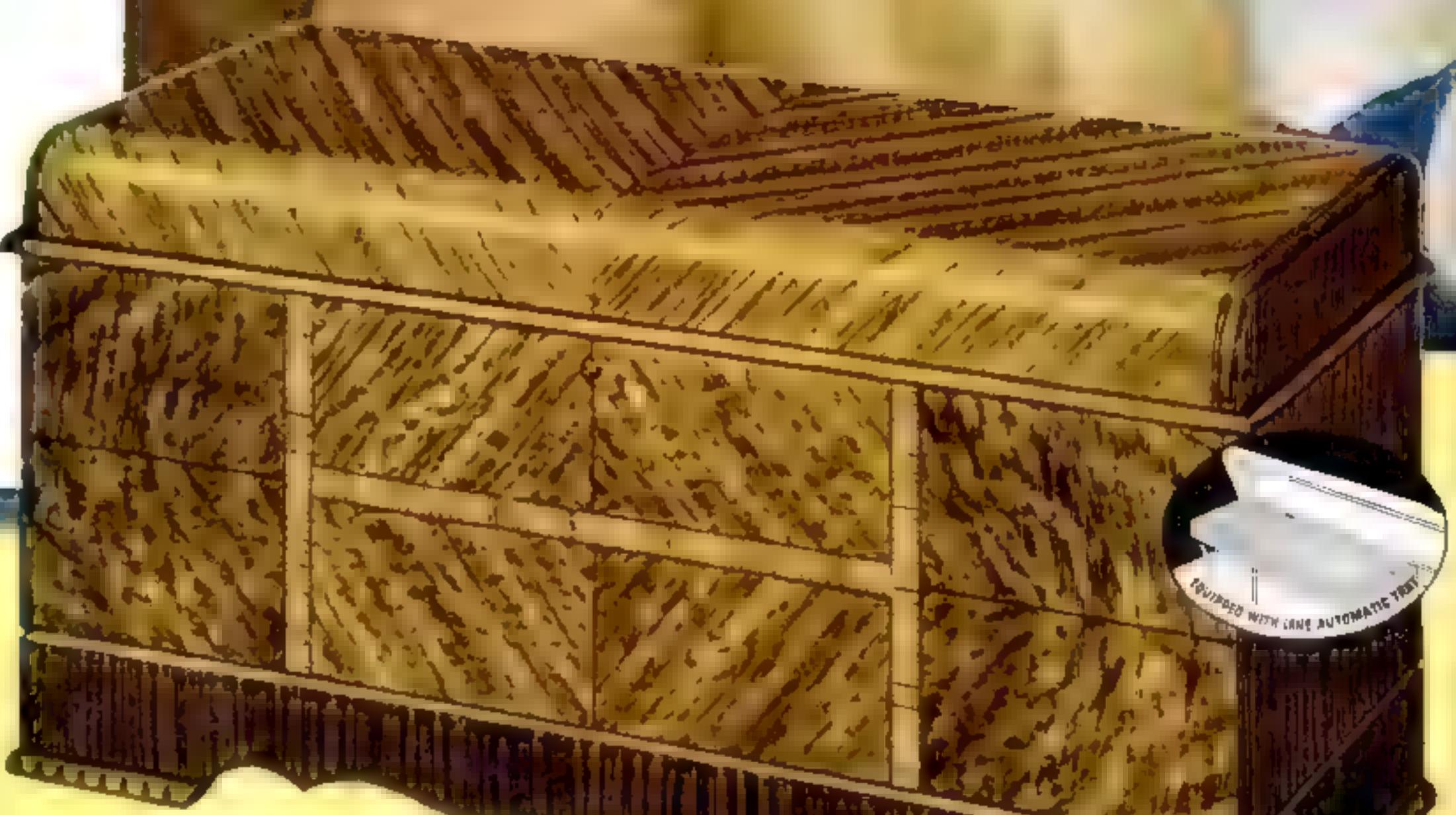


It's Love for Keeps with a LANE!

This long-awaited Easter, great new hopes fill your heart. It's the dawn of new happiness for you and the one you love. Keep that happiness and make those hopes come true! Give your sweetheart the Lane Cedar Hope Chest she longs for—symbol of everlasting love, gift that starts the home. Lane Cedar Hope Chests can be had in many styles, woods and prices to harmonize with all furniture, traditional or modern.

Only LANE Has All These Guaranteed Moth Protection Features

1. The only tested airtight cedar chest in the world. 2. Exclusive airtight features assure guaranteed moth protection. 3. Built of $\frac{1}{2}$ inch aromatic Red Cedar in accordance with U. S. Government recommendations. 4. New waterproof Lane-welded veneers will not peel. 5. Chemically treated interior keeps aroma down—prevents stickiness and adds life to the chest. 6. Free moth insurance policy written by one of world's largest insurance companies. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechels, Ltd., Kitchener, Ontario.



Easter Special

No. 2144 A magnificent chest with front panel or matched American Walnut. Stump banked with borders of diamond matched American Walnut and exotic Zebra Wood. Balance of chest is American Walnut. Equipped with Lane patented Automatic Tray.

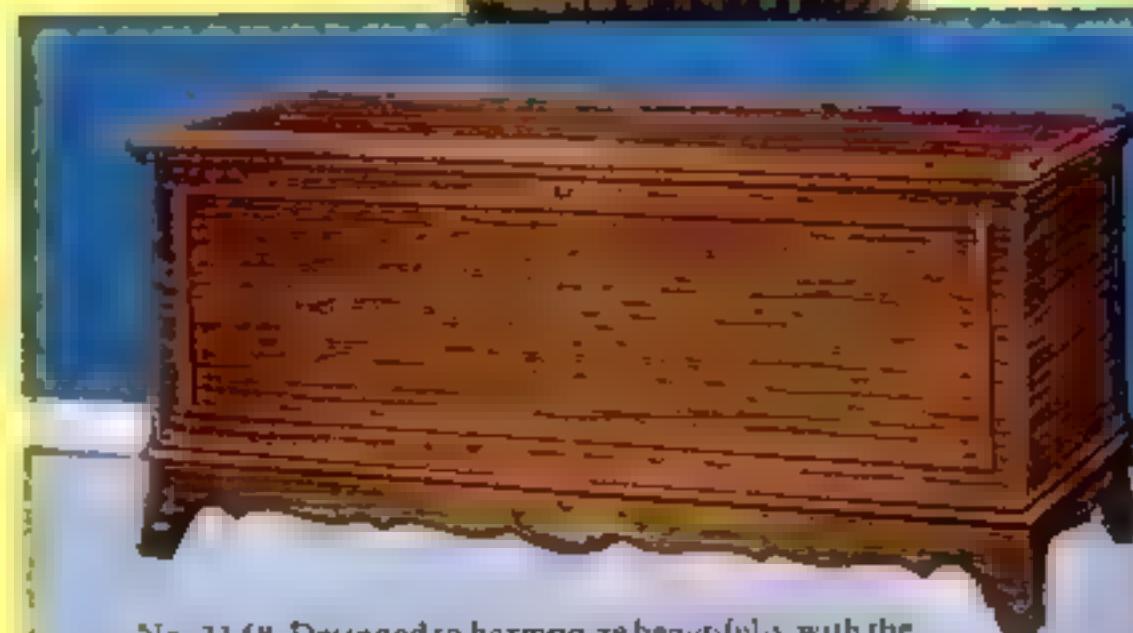


Stump banked
in the U.S.A.
and Canada

The Gift That Starts the Home

The ideal gift for sweetheart, daughter, mother or sister for engagements, birthdays, weddings, graduation, anniversary or confirmation.

LANE HOPE CHEST
A MILLION MAIDENS YEARN FOR THIS ROMANTIC LOVE GIFT



No. 2148. Designed to harmonize beautifully with the always popular mahogany styles in furniture. Has the Lane patented Automatic Tray.

Dead Language Shows Signs of Life

Forsaken by schools, Latin moves into industry

While the subdued bacchanalia in the pseudo-Roman precincts of Oyster Bay High School (p. 148) will hearten them briefly, most adult Latin scholars today are suffering from profound *animus dejectis*, or "gloom." All about them lie the evidences of defeat; school after school is dropping the compulsory study of Latin. Even venerable Phillips Exeter Academy in New Hampshire, one of the few American private schools which still admires the majesty and requires the exercise of the language of Cicero, has announced that beginning next autumn Latin is voluntary. Not without reason the scholars feel that voluntary Latin will fare about as well as would a voluntary income tax.

To the students who turn from their *De Bello Gallico* to Eurythmic Dancing 2 and Elementary Nuclear Physics, the change will be advertised as progress, and in their tender minds will be planted the notion that these vocational studies will better prepare them for the pursuits of manhood than a musty picking-over of the dead bones of Latin. But before the final *Nunc Dimitte* is chanted for the dear departed, it may be well to pause and consider a pregnant phrase of Vergil, "*Forsan et haec vel meminisse juvabit.*"

This means, approximately, "Perhaps someday you'll be glad you remembered these things." I am. Nor do I attribute this new-found happiness to any vague generalities about "training the mind," which can be cultivated just as well by memorizing a list of the kings of Württemberg or stripping down a Model-A Ford.

Not only is ordinary English, particularly in the speech of politicians and bureaucrats, turning more and more to Latin for its longest, most ponderous and most pretentious words; not only is the speech of Rome entrenched in the Church and in the courts, but now Latin has spread to the market place where the common man must deal with it. In ever larger numbers the products of industry are appearing under Latin or pseudo-Latin or Latin-sounding names—Lux, Larvex, Ex-Lax, Latex, Linguaphone, Lavora, Rinso, Brillo, Sano, Pebeco, Denicotes, Pablum, Aquascutum, *ad nauseam* (a figure of speech, not a remedy for seasickness). Even the humble dollar bill which helps obtain the products just mentioned has acquired a Latin slogan. On its back the late President Roosevelt had placed the Great Seal of the United States, with its motto *Annuit Coeptis; Novus Ordo Seclorum*. Since no translation was included, Mr. Roosevelt doubtless assumed that everyone handling a dollar bill would understand, and hence no translation is given here either.

Manufacturers also took up the untranslated motto. Wright's Coal Tar Soap proclaims, for example, that its product is *Pro Integritate Cutis*, that is, "For the Integrity of the Skin," and Louis B. Mayer of Metro-Goldwyn-Mayer markets such art as *The Romance of Rosy Ridge* and *Love Laughs at Andy Hardy* under the imposing sentiment: *Ars Gratia Artis*. This, of course, means "Art for Art's Sake." Considering Mr. Mayer's well-publicized salary, \$908,000, it might well be altered to *Ars Gratia Pecuniae*.

It should by now be clear that a knowledge of Latin is essential, and this confronts the hapless citizen who wishes to buy anything (*Emptor innocens*) with two alternatives. One is to learn Latin the hard, *amor-amas-amat* way. The other, the easy, economical, conjugation-free way, is to figure out in advance the slogans the merchants might use and learn them. Therefore, as a public service, the following glossary of Latinized advertising slogans is offered:

The product or service

Adler Elevator Shoes

Ballantine Beer

Ivory Soap

Lifebuoy

Listerine

Lucky Strike

UX

Packard Motor Cars

Peppi-Cola

Pond's Cold Cream

Reynolds Pens

S.S. Florists

Goodbury's Facial Soap

The Latin slogan

Nunc Quam Illam Altior Esse Potes

Sanitas, Soliditas, Sapor

Fluit

Corporis Odor (C. O.)

Optimi Amici Silent

Tactum Fortunatum Significat

Nicotiana Elegantissima (TF/SNE!)

Manus Asperos Avertite

Quae sunt Possessorem

Locum Attungit

Bella Ac Promissa Est, Ponds Utitur!

Scrisit Sub Aquam

Cum Floribus Dicte

Epidermem Tangere Amas

—OLIVER JENSEN

A Cute Angle



Blackie:

"I wonder how we look from this angle, Whitey?"

Whitey:

"Black & White looks good from any angle, Blackie—you can't mistake its fine character."



"BLACK & WHITE"

*The Scotch
with Character*

BLENDED SCOTCH WHISKY - 46.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK - SOLE DISTRIBUTORS

GINGIVITIS

may be attacking YOUR gums
at this very moment!

WATCH OUT FOR:



4 OUT OF 5 may get it. Neglect Often Leads to Pyorrhoea with its loosening teeth and shrinking gums, which only your dentist can help . . .

Handsome healthy teeth need firm gums!

If your gums are tender to touch, or bleed when you brush your teeth—watch out! These may be some of the first signs of Gingivitis—a mild gum inflammation but a wicked enemy of handsome teeth and firm gums.

The best safeguard against Gingivitis is to see your dentist every 3 months. Then at home massage your gums and brush your teeth twice daily with Forhan's Toothpaste.

**Famous To Help Gums Be Firmer—
Teeth Naturally Bright**

Forhan's Toothpaste—that marvelous formula of Dr. R. J. Forhan—is made especially for BOTH massaging gums to be firmer and to keep teeth glistening with their natural bright lustre.

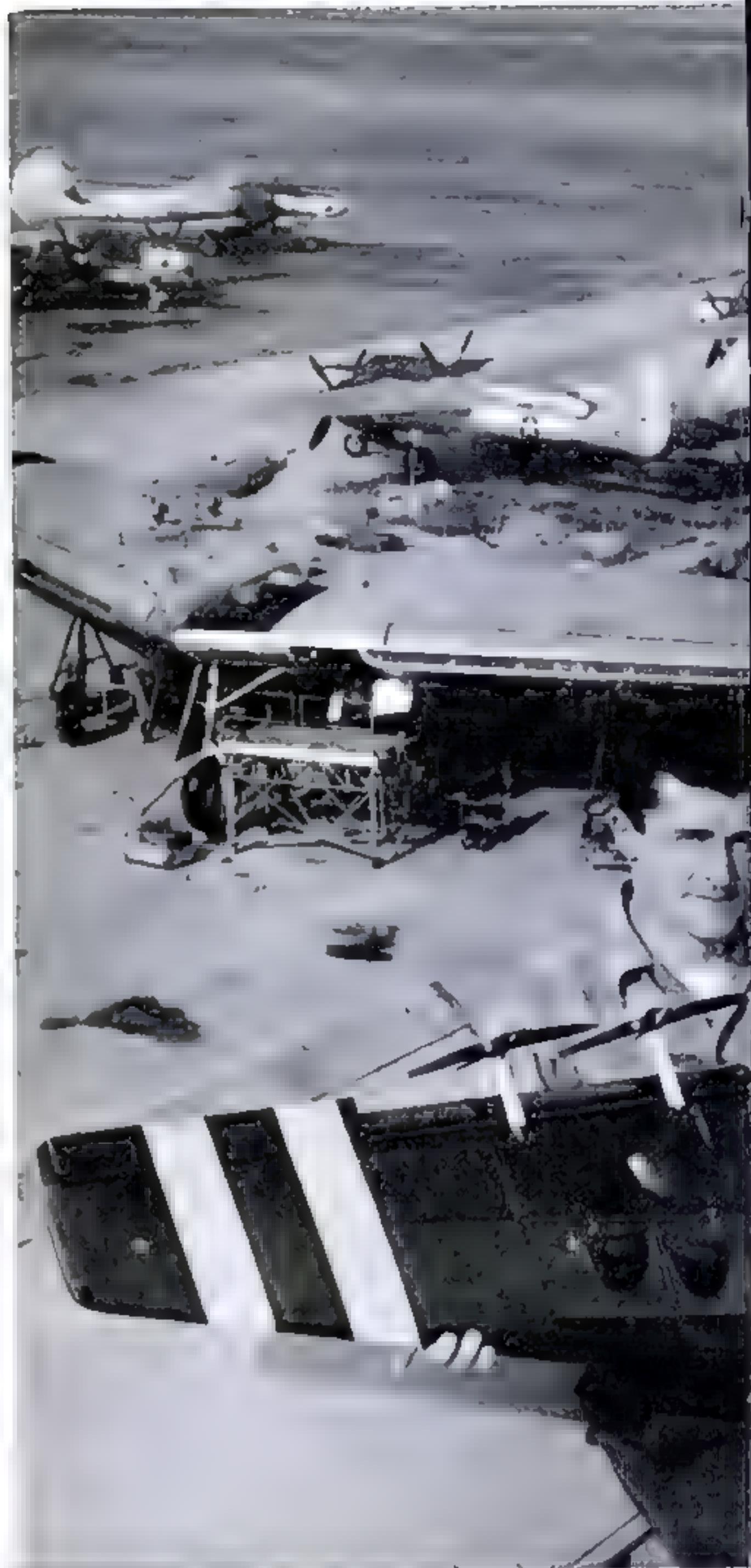
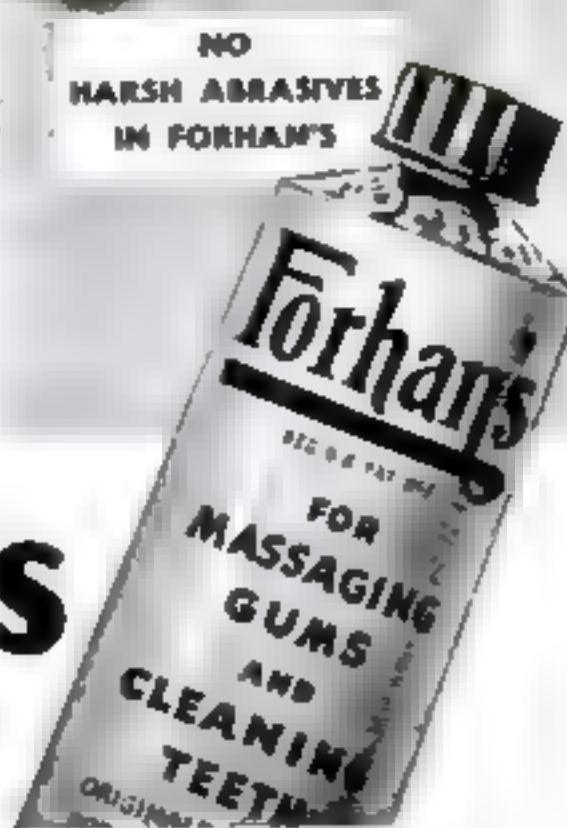
Notice how refreshed and stimulated your gums feel—how your teeth sparkle with radiant cleanliness.

95% Gingivitis Cases Improved in 30 days

Clinical investigation showed 95% cases of Gingivitis improved in 30 days after brushing their teeth and massaging their gums twice daily with Forhan's.

So don't neglect bleeding gums. See your dentist and buy a tube of Forhan's today at any drug, department or 10¢ store. Let your whole family enjoy its tangy, refreshing taste.

use Forhan's
with massage
FOR FIRMER GUMS—CLEANER TEETH



NOW THAT HE HAS COMPLETED HIS MODEL OF FLYING WING, SHARP IS



ADVANCED DESIGN of Sharp's plane is a structural copy of the big Flyin' Wing. Model weighs 11 pounds, can fly 70 mph on its four gasoline engine



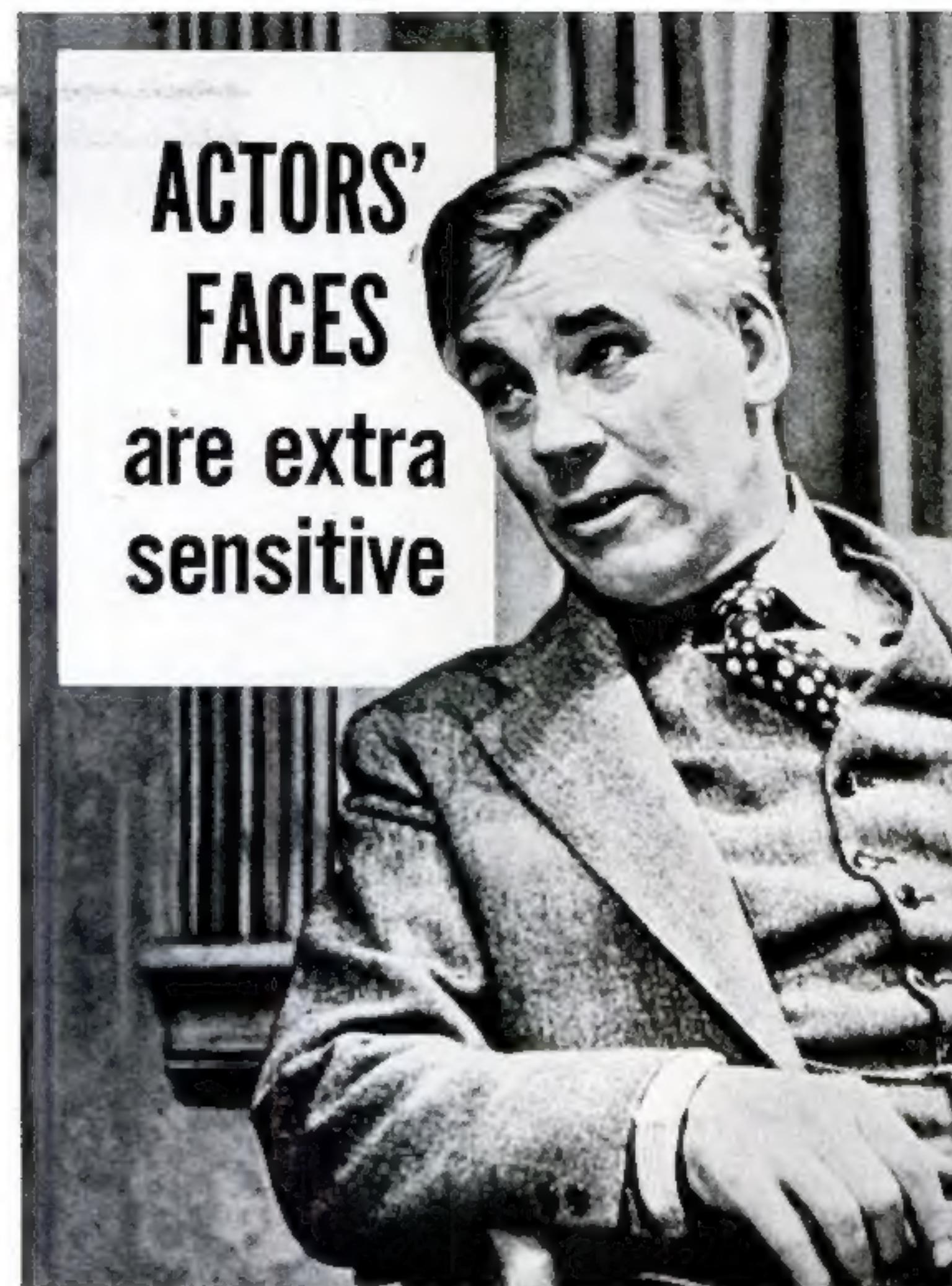
LOWED ON NORTHROP'S FIELD TO COMPARE IT WITH THE ORIGINAL

MODEL FLYING WING

determined hobbyist, frustrated by secrecy,
builds a copy of new plane from LIFE picture

Of the two million Americans who build model planes the most enterprising is a 27-year-old licensed pilot named Edward Sharp. A year ago, flying over Hawthorne, Calif., Sharp stared down at an amazing new plane, the Northrop Flying Wing. Disregarding the complexity of the design, he set his mind on starting a model of it. Time after time he drove out to Northrop but could get no details. The plane was still secret. Then in its July 8 issue LIFE published a two-page aerial view of the big Wing. Sharp was delighted. With drafting tools he figured out the angle of the wings, designed his own flaps, gears and propellers. Four months and \$300 later he completed a 5-foot 4-inch scale model and gave the strange little plane its first test. It flew (next page).

CONTINUED ON NEXT PAGE



ACTORS' FACES are extra sensitive

*—that's why Walter Huston
shaves with soothing WILLIAMS*

"TAKING OFF MAKE-UP leaves my face sensitive," says Walter Huston, star of the hit comedy, "Apple of His Eye." "That's why I swear by Williams Shaving Cream. It's a star beard softener—yet it never irritates my tender face."

Made from bland, top-quality ingredients, blended in exact proportions—Williams is easy on the skin. It gives you the benefits of a manufacturing skill resulting from over

100 years' experience in making fine shaving preparations.

Smooth, comfortable shaves

Williams rich, soaking lather takes the "fight" out of tough whiskers. It lets you shave quickly and easily—leaves your face feeling smoother and refreshed.

Pick up a tube of Williams Shaving Cream today. If you prefer a brushless shave, try the new Williams Brushless Cream.

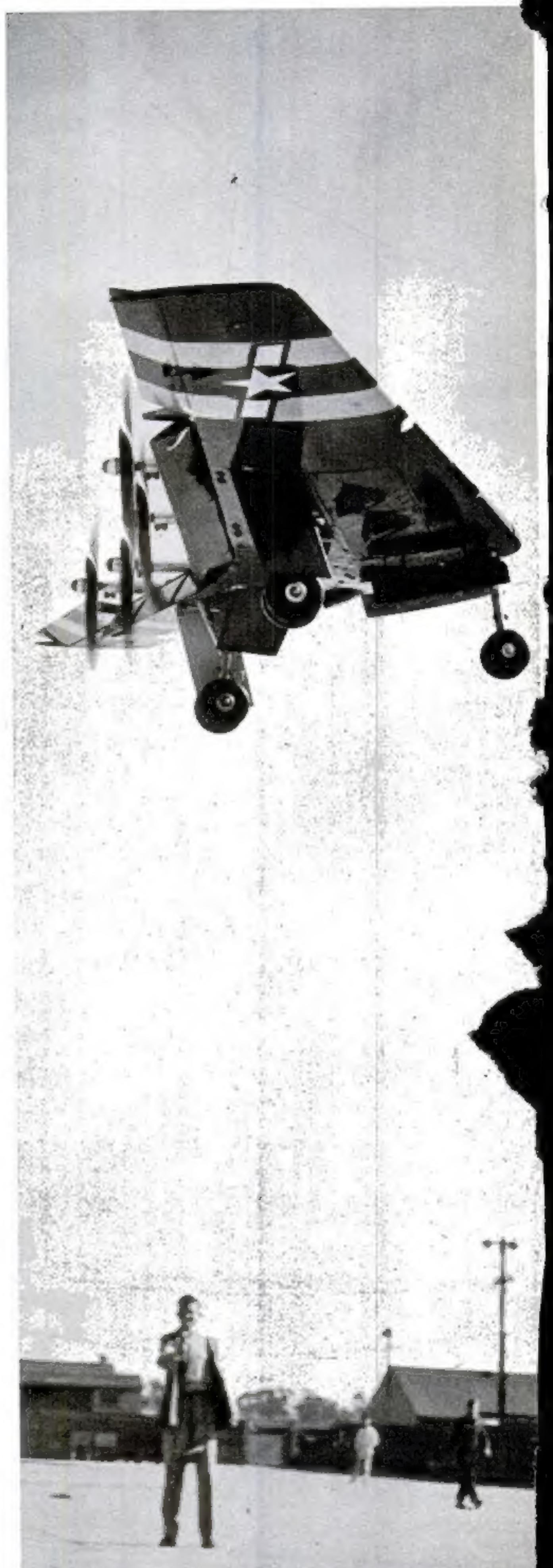


RALPH BELLAMY, star of the Pulitzer Prize-winning comedy, "State of the Union," says: "Removing heavy stage make-up leaves the face sensitive . . . but I can shave closely without soreness when I use Williams Shaving Cream. It doesn't sting or irritate."



★ ★ ★ ★ ★ ★ ★ ★ ★
NOTE—BRUSHLESS SHAVERS—Williams has the same luxurious
shaving cream qualities in a new Williams Brushless Cream.

Model Flying Wing CONTINUED



I felt so "dowdy"

IN MY OLD FUR COAT

Honest-to-goodness, it looked as if I'd been in a dog fight with a couple of very muddy dogs. The fur was matted, dull, actually *dirty*-looking. I was ashamed to be seen wearing it on the street.



UNTIL I HAD IT Hollanderized

My favorite store told me about Hollanderizing — how it treats each individual fur as a special cleaning and rejuvenating problem, using the very same methods Hollander has found best for the original pelts. My coat came back looking for all the world like new again—even the lining was shimmeringly lovely.

ASK to have your furs or fur-trimmed cloth coats Hollanderized when you bring them to your furrier, department store or specialty shop for storage.

Cleaning is not enough!

Your furs need

Hollanderizing



If this tag is sealed to your coat,

Unless you see this tag sealed to your coat,

It has NOT been Hollanderized

SHARK-FIGHTING AUSSIE CREWS HAVE **SAVED 56,000 LIVES**



1 "A swimmer yelled 'Shark!' and this crew tore into action," writes a friend of Canadian Club visiting Manly Beach, Australia. "Their light boat was tossed like a cork by the raging surf. I was sure it would swamp. But miraculous handling kept it speeding to the side of the swimmer. Hauling him aboard, they raced back."



2 "Must be a champion crew, I thought, so I investigated. They told me *all* Australian crews are that fast. I watched them launch the boat again—5 men acting as a superbly coached team. And these volunteer crews pay for the privilege of battling sharks!"



3 "The steersman balanced himself in the stern as the boat came roaring in. He controlled its wild tossing with a 20-foot sweep. A tough job, for this Australian surf is rugged. No wonder these crews are proud of their skill, and of their record—56,000 lives saved in 40 years."



4 "To train for racing against sharks, the surf-boat crews race each other...600 yards out to sea and back. The surf was so rough that in one race both boats were swamped. The winning boat was pushed across the finish line!"



5 "They were silent on the subject of their own daring when I asked them to join me later. But they all spoke right up for Canadian Club when I ordered drinks. Beats me the way men in out-of-the-way places know Canadian Club as well as it's known in the best bars back home."

6 **Why this worldwide popularity?** Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening...in cocktails before dinner and tall ones after. That's what made Canadian Club the largest selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Illinois. Blended Canadian Whisky. 90.4 proof





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L.S./M.F.T.

FIRST!

LAST!

and ALWAYS!

LUCKY STRIKE

Means Fine Tobacco!



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